

Survey and data collection

E-Commerce Service Providers

1. Name of the Responding Institution :
2. Name of the Official Filling this form
3. Designation of the Official Filling this form
4. Business Address
5. How would you best describe your company?
 - a. Government Organization with an eCommerce Service
 - b. Business Organization with an eCommerce Service as part of several Business Streams
 - c. Specialized eCommerce Only Service Provider (E.g. Amazon)
 - d. eCommerce Platform Developer / Product Provider on a SaaS basis (E.g. Magento)
 - e. Customized eCommerce Platform / Website Development Company
 - f. Others _____
6. What business verticals do you operate in?
(Please select all that apply)
 - a. Air Travel
 - b. Rail Travel
 - c. Ground Travel
 - d. Hospitality – Hotels
 - e. Hospitality – Other Accommodation
 - f. Real Estate – Buy / Sell
 - g. Real Estate – Rentals
 - h. Business Productivity
 - i. Online Games
 - j. Logistics / Warehousing
 - k. Financial Services
 - l. Fashion / Garments
 - m. Furniture & Furnishing
 - n. Education & Learning
 - o. Food and Grocery
 - p. Health & Diagnostics
 - q. Entertainment
 - r. Banking
 - s. Electrical & Electronic Appliances / Gadgets
 - t. Utility Payments
 - u. Tax Payments



- v. Private Bill Payments
 - w. Mobile Pre-paid Recharge
 - x. Ticket Bookings
 - y. Other Government Statutory Payments
 - z. Others _____
7. What business models do you operate?
(Please select all that apply)
- a. B2C e-Commerce Marketplace (E.g. eBay)
 - b. B2C e-Commerce Inventory Led (where eCommerce Provider owns the product inventory)
 - c. B2C e-Commerce Aggregator (E.g. Uber etc)
 - d. C2C e-Commerce (E.g. Quickr.com)
 - e. B2B e-Commerce (E.g. Alibaba)
 - f. Omni-Channel Retailers (Offline Businesses with Online eCommerce Extensions)
 - g. G2C E-commerce (Income Tax Payments, Government Utility Bill Payments etc)
 - h. G2B E-commerce (GST Payments, Commercial Tax and Other Statutory Payments)
 - i. Others _____
8. Approximately how many (Total/Active) End Users do you have on the eCommerce platforms operated/hosted by your Organization (directly or indirectly)?
- a. Total _____
 - b. Active _____
9. If you are an eCommerce Platform Provider for other Businesses / Organizations who in turn use your eCommerce Platform to engage with their Customers, how many such Businesses/Organizations are your Customers? _____
10. On average, what is monthly number of transactions on your eCommerce Platform classified by verticals?
- a. Less than 5000
 - b. 5000 – 10,000
 - c. 10,000 -50,000
 - d. 50,000 – 100,000
 - e. 100,000 – 500,000
 - f. Over 500,000



11. On an average, what is the monetary value of monthly transactions?
- a. Less than 100000 USD
 - b. From 100000 to 200000 USD
 - c. More than 200000 to 500000 USD
 - d. More than 500000 to 1 million USD
 - e. More than 1 million USD
12. What payment options do you accept:
- a. Credit Card payment
 - b. Debit Card payment
 - c. Online Remittance / Bank Account Based Transfer
 - d. Cash on Delivery
 - e. Pre-Paid Wallets / Other Cash Cards
 - f. Others _____
13. How can your eCommerce site be accessed?
(Please check all that apply)
- a. Web Browser
 - b. Mobile Friendly / Responsive
 - c. Mobile App – Android
 - d. Mobile App – Apple
 - e. Others _____
14. What security protocols does your eCommerce offering use for Data Confidentiality?
(Please check all that apply)
- a. PCI DSS Compliant
 - b. SSL Certificates 128/256 Bit
 - c. Trusted Site Seal
 - d. Others _____
15. Which of the following technology platforms does your company use for your eCommerce Services?
(Please check all that apply)
- a. Custom Development – Microsoft Technologies
 - b. Custom Development – Java Technologies
 - c. Custom Development – PHP Technologies
 - d. Custom Development – Other Open Source Technologies
- Please Specify _____



16. Where is your e-Commerce website hosted?

(Please check all that apply)

- a. On-Premise
- b. Sri Lanka Datacentre / Hosting Service Provider
Pls specify _____
- c. International Datacentre / Hosting Service Provider
Pls specify _____
- d. Others _____

17. Does your Hosting Partner use Virtualization and/or Cloud Platforms for any aspect of hosting your eCommerce Site/s? If so, what technologies are used for Virtualization?

- a. No
- b. Yes – VMWare
- c. Yes – Citrix
- d. Yes – Microsoft Hyper V Virtualization
- e. Yes - Amazon Web Services
- f. Yes - Microsoft Azure
- g. Others _____

18. Do your Payment Gateway Partners accept the following Payment modes:

- a. VISA Credit Card
- b. MasterCard Credit Card
- c. Visa Debit / ATM Card
- d. Mastercard Debit / ATM Card
- e. Maestro
- f. Paypal
- g. Cirrus
- h. Plus
- i. American Express
- j. Any Pre-Paid Payment Wallet
Please specify _____
- k. Others _____

19. What channels do you use to attract subscribers/ customers to your eCommerce Portal?

- a. SEO
- b. Internet Advertising
- c. Social Media
- d. Print Advertising
- e. Tele-Calling
- f. Affiliate Advertising



- g. Referrals
- h. Others _____

20. Do you internally operate these channels used to attract subscribers/ customers to your eCommerce Portal?

- a. Yes – Operate Internally
- b. No – Outsourced
- c. Others _____

21. What are your biggest challenges in offering eCommerce Services in Sri Lanka?

- a. Internet Connectivity to Consumers
Please Specify if Applicable _____
- b. Internet Bandwidth Issues
Please Specify if Applicable _____
- c. Lack of Quality Local Development / System Integration Companies
Please Specify if Applicable _____
- d. Lack of or Poor Local Logistics
Please Specify if Applicable _____
- e. Lack of Flexibility in ePayment Eco-System including Interoperability Issues
Please Specify if Applicable _____
- f. Lack of ePayment adoption among Consumers
Please Specify if Applicable _____
- g. Government Regulations impeding eCommerce Sector
Please Specify if Applicable _____
- h. Lack of Incentives by Government
Please Specify if Applicable _____
- i. Tax Related Issues
Please Specify if Applicable _____
- j. Others _____

22. Is your eCommerce Service funded by any Venture Capitalist?

- a. Yes
 - b. No
- If Yes, please Specify Details* _____

23. Is your eCommerce Service fully or part owned by a foreign eCommerce / Technology Company?

- a. Yes
 - b. No
- If Yes, please Specify Details* _____



24. What delivery options (if goods based eCommerce) do you provide for the purchased goods or services?

a. Self-managed delivery

b. Outsourced Delivery

If Yes, please Specify Details _____

25. Do you offer services in other Countries?

a. Yes

b. No

If Yes, please Specify Details _____

Thank you