



BIJUPATNAIKINSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

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SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

Marketing Strategies And Growth of Flipkart

SUBMITTED BY

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MBABatch: 2022-24

University Regn. No: 2206258259

Faculty Guide

Dr. BB Das (Operation and IT)

Corporate Guide

Mr. Pratyush



Biju Patnaik Institute of Information Technology and Management Studies

INTERNAL GUIDE CERTIFICATE

This is to certify that Miss Smruti Rekha Das, a student of Master of Business

Administration (MBA) program in BIITM Bhubaneswar,
having BPUT

Reg. No. 2206258259 has successfully undergone Summer Internship Program (SIP) with a project titled “Marketing Strategies and growth of flipkart ” at “**FLIPKART** from 15 *September 2023 to 30 October 2023* under my guidance. During the SIP project, her work is found to be satisfactory. I wish her all success in her future endeavors.

Dr. B.B Das

BIITM Bhubaneswar

Prof. (Operation and IT)

DECLARATION

I, **Mis. Smruti Rekha Das**, bearing university registration no **2206258259** (2022-24 batch), here by declare that the project report titled “Marketing Strategies And Growth Of Flipkart” is based on my internship at **Flipkart pvt ltd**), during the period **15/09/2023**. to **30/10/2023** and is an original work done by me under the supervision of Mr. **Pratyush** (HR Manager) (Corporate Guide) and Prof. **BB Das** (Internal Guide). This report is being submitted to **Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar**, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Smruti Rekha Das

Place: Bhubaneswar

ACKNOWLEDGEMENT

Apart from my own efforts, the success of any project depends largely on the encouragement and guidelines of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project.

I would thank the entire **Flipkart** for giving me the wonderful opportunity to work on a 45 Days internship project in their esteemed organization.

I am highly obliged to **Mr. Abhaya (Senior manager) and Mr. Pratyush (HR Manager)** for giving me this project and guiding me throughout my summer internship research. Their encouragement, time and effort motivated me to work sincerely in this project.

I would like to thank my project faculty guide **Prof. BB Das, BIITM Bhubaneswar** for his constant follow-up, support, encouragement and guidance to complete this project within the allotted time frame.

Place: Bhubaneswar

Smruti Rekha Das

Registration no: 2206258259

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EXECUTIVE SUMMARY

Flipkart is an Indian e-commerce company founded by Sachin Bansal and Binny Bansal in 2007, which is basically an online marketplace for various products such as electronics, clothing, appliances, books, etc. About Flipkart here are brief summaries.

1. Founder and Ownership of Flipkart:

Flipkart was founded by Sachin Bansal and Binny Bansal, former employees of Amazon. The company started as an online bookstore but soon expanded to offer a wider range of products.

2. E-commerce platform:

Flipkart is one of the largest and most popular e-commerce platforms in India, serving millions of customers. It allows customers to browse and buy products from different categories through its website and mobile app.

3. Product Range:

Flipkart offers a wide range of products including electronics, fashion apparel, home appliances, books, mobile phones, and more. It partners with a wide range of vendors and brands to offer customers a wide range of products.

4. Marketplace model:

Flipkart acts as a marketplace, connecting buyers and sellers. It allows third-party vendors to list their products and reach more customers.

5. Promotions and Discounts:

The company is known for holding regular sales events and discounts, such as the "Great Arab Days", which have been highly anticipated by customers.

6. Acquisitions:

Flipkart has made several cross-platform acquisitions to expand its services. One of its most notable acquisitions was the online clothing retailer Myntra. Flipkart also acquired PhonePe, a digital payment platform.

7. Logistics and Delivery:

Flipkart has established its logistics and supply chain network to facilitate efficient and timely delivery of products to customers. It offers a variety of delivery options, including same-day delivery in some areas

8. Ownership changes:

In 2018, Walmart acquired a majority stake in Flipkart, making the multinational retail giant a major player in the Indian e-commerce market but Flipkart continued to operate independently.

9. Competitive environment:

Flipkart faces competition from other major e-commerce players in India, such as Amazon India and Snapdeal. Competition in the Indian e-commerce industry is fierce.

10. Business Expansion:

Apart from its core e-commerce platform, Flipkart has expanded into other areas, including delivery and digital payments through PhonePe.

Overall, Flipkart is a major player in the Indian eCommerce market, known for its extensive offerings, innovative commerce strategies and commitment to providing customers with a seamless online shopping experience

INTRODUCTION

Things are easier said than done! To realize our dreams and that also in such a grand manner is really a tough task. The founders of Flipkart have probably conquered their dreams with the amazing success of Flipkart. Flipkart is something which has really opened up the Indian e-commerce market and that also in a big way. Flipkart was co-founded by Sachin Bansal and Binny Bansal in Oct 2007. Both are graduates from IIT-Delhi and have prior work experience in Amazon.com. They both were solid coders and wanted to open a portal that compared different e-commerce websites, but there were hardly any such sites in India and they decided to give birth to their own e-commerce venture- Flipkart.com. Thus was born Flipkart in Oct 2007 with an initial investment of 4 lac (co-founders savings). It was never going to be easy since India has had bad past experiences with e-commerce trading. It was not an easy segment to break into, people were very particular in paying money for something which they had not seen and received. The trust was missing in the Indian customers. So what Flipkart had to do was to instill trust and faith in their customers. And they did exactly the same, will discuss more on how they did so later in the post. Flipkart began with selling books, since books are easy to procure, target market which reads books is in abundance, books provide more margin, are easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive, so the amount of money a customer has to spend to try out one's service for one time is very minimal. Flipkart sold only books for the first two years. Flipkart started with the consignment model (procurement based on demand) i.e. they had ties with 2 distributors in Bangalore, whenever a customer ordered a book, they used to personally procure the book from the dealer, pack the book in their office and then courier the same. In the initial months the founder's personal cell numbers used to be the customer support numbers. So, in the start they tried their best to provide good service, focus on the website - easy to browse and order and hassle-free, and strove hard to resolve any customer issues. Since there were not any established players in the market, this allowed them a lot of space to grow, and they did in fact grow very rapidly. Flipkart had a revenue of 4 crore in FY 2008 - 2009, 20 crore in FY 2009 - 2010, 75 crore in FY 2010 - 2011, and the revenue for FY 2011 - 2012 which ends on 31 Mar 2012 is expected to be 500 crore. This is indeed a massive growth. The company targets revenues of 5000 crore by 2015.

BACKGROUND OF THE TOPIC:

- Great customer service: Flipkart users are more satisfied than that of their competitors. Great customer service has been its hallmark.
- Easy to use website, hassle free payment system: The user interface is sleek and easy
- Cash on delivery/Card on delivery mode of payment: This has been a major instrument in Flipkart's success. Almost 60% of its sales happen through this mode.

Cash on delivery created trust in the minds of Indian customers who were always

- weary of making payments online.

Focused on user experience: Every other e-commerce site, tried to cram the maximum of amount of information possible into every single page whereas Flipkart focused on providing only the relevant info

They aim at 10 times growth and eyes at \$ 1Billion sales by 2015.

-

They will look at bigger investments in their supply chain and technology.

- Investment will be made in large warehouses and increased automation of their process, so that the product is not delayed.

They intend to enter in to various new categories and expand their current categories as well.

COMPANY PROFILE

Flipkart Pvt Ltd. is an Indian electronic commerce company based in Bengaluru, India. Founded by Sachin Bansal and Binny Bansal in 2007, the company initially focused on book sales, before expanding into other product categories such as consumer electronics, fashion, and lifestyle products.

The service competes primarily with Amazon's Indian subsidiary, and the domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart is significantly dominant in the sale of apparel (a position that was bolstered by its acquisitions of Myntra and Jabong.com), and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns PhonePe, a mobile payments service based on the Unified Payments Interface (UPI).

In August 2018, U.S.-based retail chain Walmart acquired a 81.3% controlling stake in Flipkart.

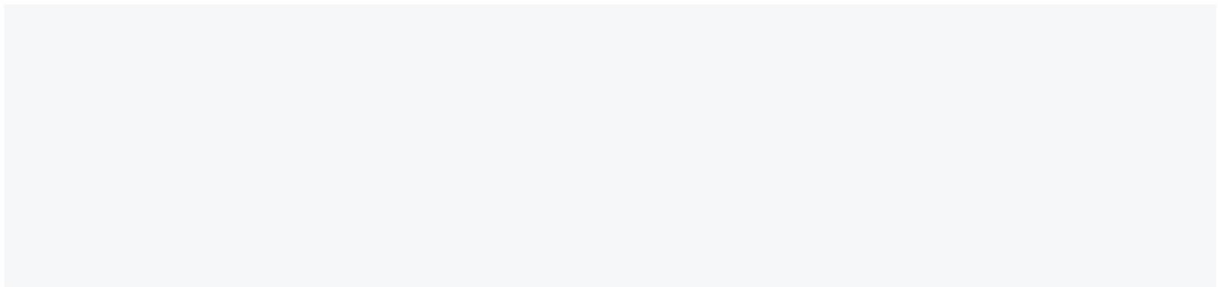
BASICS OF FLIPKART MARKETING

On the face of it, their main principle seems to be focused on being present at every single touch point their customers are present at. Today this means using the majority of their budget on digital channels and marketing. Moreover, since India is a mobile-first country, this is most definitely paying off.

Flipkart also invests heavily in star power and influencer marketing. India loves Bollywood and Flipkart uses this to sell and raise awareness about their products. Ranbir Kapoor, Alia Bhatt, Amitabh Bachchan and Shraddha Kapoor have all been prominently featured in Flipkart TV ads and in their online campaigns. This shows that Flipkart not only has deep pockets, but also has an eye on the pulse of the market.

In recent years, Flipkart has increased its budget spend on digital marketing considerably. Earlier, they were spending crores in multichannel marketing campaigns that resulted in a large amount of cashburn. Since Kalyan Krishnamurthy took over Flipkart in 2017, there has been a large-scale revamp of its marketing strategy - it's become leaner and heavily based on digital, which has worked out well

In addition to marketing campaigns, Flipkart also uses its digital channels extensively to provide customers with the best experience possible with their platform. Customers voice concerns and complaints on Flipkart's social media channels and this is dealt with quickly and efficiently.



OBJECTIVE OF THE STUDY:

1. To study the flipkart strategy and marketing techniques that helps flipkart to sustain in market.
2. To do the Time-Motion study for growth from 2007 To 2023
3. To study what can be done to make flipkart india's best shopping website in years to com
4. To find out how flipkart capture market in social occasion
5. To do SWAT analysis on flipkart



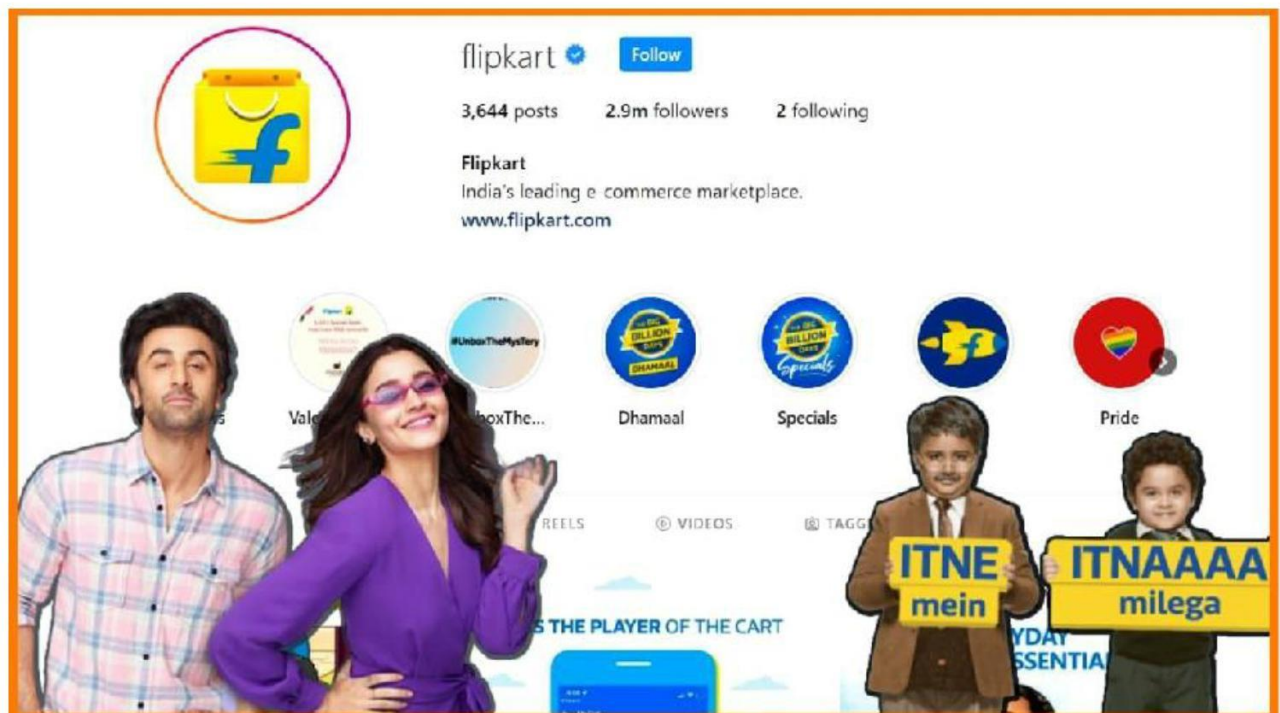
Flipkart's Unique Marketing Strategies To Ramp-up The Domestic Sales

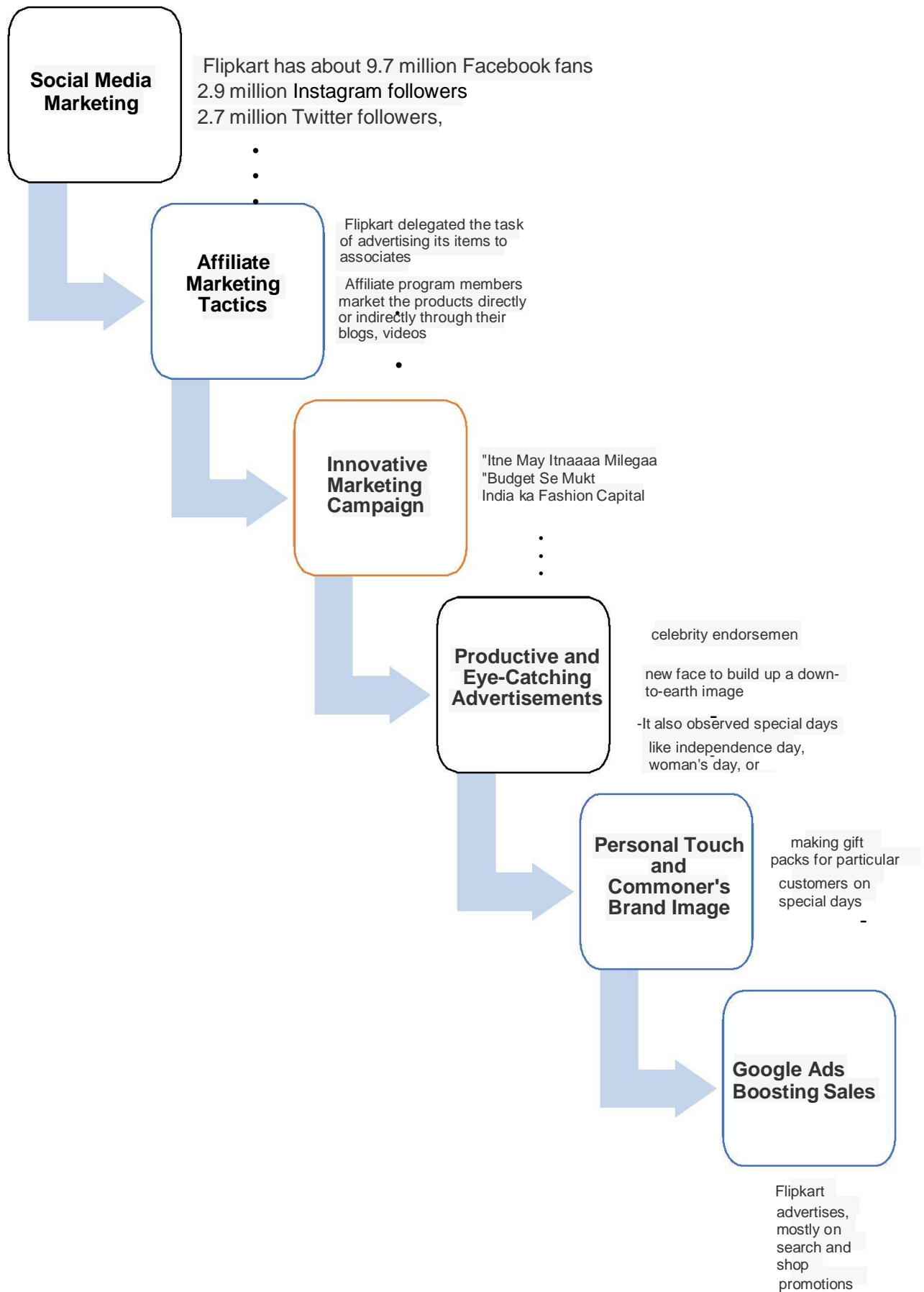
Risk management or loss management is the key component of every new business at the budding stage. Flipkart, the most popular Indian eCommerce platform now, began with books,

a product row with high margins, minimal maintenance, and easily transportable commodities. Books are likewise non-perishable objects with no diminishing worth over time.

In the early days, when shipments were low, the company didn't have to keep inventory because books could be ordered straight from wholesalers based on customers' number of orders.

Promotional Channels





THE Customer-Friendly Initiatives

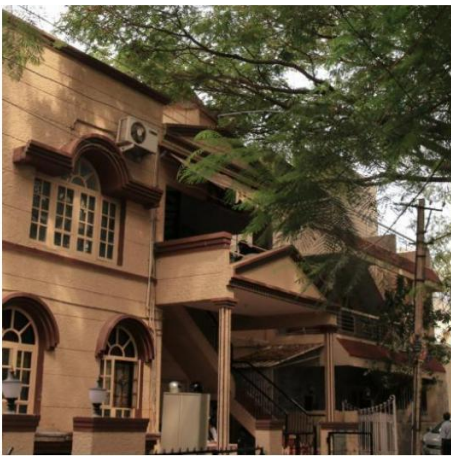
- **Customer Relationship Management-** CRM is one of the major components of marketing strategy. Flipkart applied sales forces automation to help customers guide and decide, cloud software solutions, demographic analysis, purchasing behavior, browsing history monitoring, track sales lead, and convert the confused customer into loyal ones. It is a 360° effort around the customers for creating awareness to end up with sales goals.
- **COD and EMI facility-** Their groundbreaking cash-on-delivery offering helped them gain trust among the skeptical Indian clients who had only just discovered the benefits of online shopping. Moreover, Flipkart was among the few e-commerce companies that took COD risk on an experimental basis. As a form of protection against India's numerous logistical challenges, this allowed customers to obtain their things before paying for them.
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Easy EMI options push the confused customer to a potential buyer. Flipkart convinces the customer that EMI is to increase the affordability without hampering their monthly budget or putting any major cost burden on them
- **Out of Cash Options (Buy Today, Pay Later)-** In this world, when your best friend can deny credit during an emergency, but not the dear friend Flipkart. After the COD movement, the Flipkart builders decided to allow the 'Pay later' option for more people to shop on the site. It is one of the most effective marketing tactics for attracting new customers. Pay Later allows you to make online purchases quickly and easily. Customers who have been committed or appeared loyal to Flipkart for a long time have been selected to benefit from this opportunity.

TIME MOTION STUDY ON FLIPKART (2007 TO 2023) :-

THE FLIPKART STORY BEGINS IN A BENGALURU FLAT

JANUARY, 2007

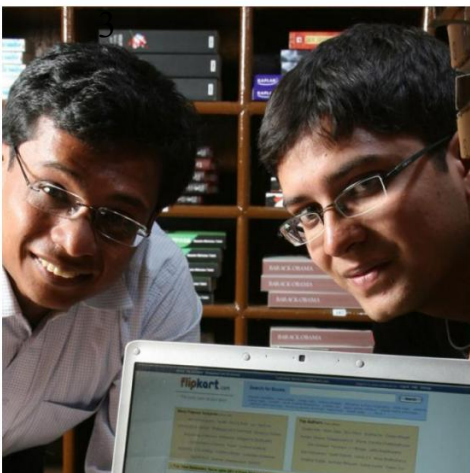
Binny Bansal and **Sachin Bansal**, who met in 2005 at IIT-Delhi, launch an internet business called Flipkart — an online bookstore that promised to deliver anywhere in India.



BUILDING BLOCKS – PUTTING THE INDIAN CUSTOMER FIRST

JANUARY, 2008

Flipkart opens its first office in Bengaluru, PIN code **560034**. Having delivered over ,400 shipments successfully, Flipkart is now ready to serve customers 24×7.



FIRST FUNDING

SEPTEMBER, 2009

Accel Partners invests \$1 million in Flipkart
Flipkart offices spring up in Delhi and Mumbai
Headcount leaps to 150



EXPANDING THE DELIVERY NETWORK

MARCH, 2011

Launches digital wallet

Flipkart expands shopping categories to include Cameras, Computers, Laptops, Large Appliances, Health, Personal Care, Stationery

- Acquisition of Chakpak and Mime360 to bring digital content to the Indian shoppers' fingertips

- 30-day replacement policy launched

Flipkart now delivers to over 600 cities in India



A MOBILE APP FOR INDIA

MARCH, 2012

- Flipkart launches its mobile shopping app
- Acquires electronics e-tailer Letsbuy
- Receives PCI DSS Certification, allowing customers access to ‘Saved Cards’ feature, making online payments easier

MYNTRA JOINS THE FLIPKART FAMILY

MAY, 2014

- Flipkart acquires one of India’s leading fashion e-tailers, Myntra
- Becomes the first Indian internet retailer to register \$1.9bn gross merchandise value (GMV)
- Acquires majority stake in Jeeves to install and fix products for customers and ngpay to improve mobile payments service



BIG BILLION DAY IS BORN

OCTOBER, 2014

India's largest online sale event — Big Billion Day — kicks off in October
Flipkart introduces Same Day Delivery Guarantee



NO-COST EMI LAUNCHED

MAY, 2016

Online financing option No-Cost EMI, a breakthrough in the consumer financing space, provides customers the opportunity to make shopping more affordable

YEAR 10 & BIGGEST ROUND OF INVESTMENTS

MARCH, 2017

- Flipkart raises \$1.4 billion from Tencent, eBay & Microsoft
- eBay India becomes part of the Flipkart Group
- Softbank Vision Fund invests in Flipkart to become one of the largest shareholders of the company

WALMART INVESTS IN FLIPKART GROUP

MAY, 2018

U.S. retail giant Walmart announces the biggest-ever investment in home-grown brand Flipkart to meet India's ever-growing online shopping needs

Flipkart launches Travel, powered by MakeMyTrip, allowing users to book domestic flight tickets on the Flipkart app



QR-CODE, PAY-ON-DELIVERY LAUNCHED

JUNE 7, 2021

- Flipkart launches QR-code-based pay-on-delivery facility for consumers
- Facility available for all pay-on-delivery shipmen

FLIPKART X SHARK TANK INDIA

DECEMBER 15, 2021

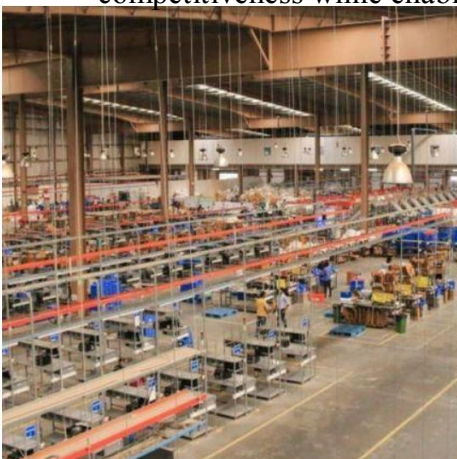
- Flipkart partners with Sony Entertainment Television's Shark Tank India, extending its commitment to encourage entrepreneurship in the country
- Through this partnership with Shark Tank India, Flipkart intends to **catalyze the next generation of innovators** across India and support 'Start-up India'



EKART GOES B2B

APRIL 28, 2022

- Flipkart's supply chain arm, eKart Logistics, to offer comprehensive supply chain solutions for businesses, aims to power the engines of commerce in India
- With the externalisation of its service offerings, eKart's tech-enabled pan-India supply chain will now be available to small and large businesses across the country, to help improve their competitiveness while enabling them to focus on their core business



INTRODUCING FLIPKART GREEN

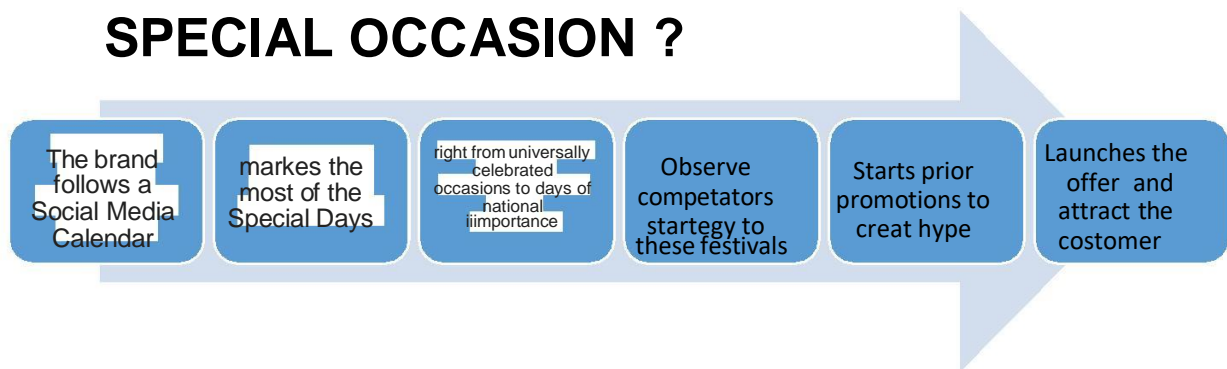
JANUARY 5, 2023

- Flipkart launches **Flipkart Green**, an e-store for sustainable products
- The one-stop destination will make it easy for customers to discover and shop for sustainable products/environmentally conscious products including organic, cruelty-free and environment-friendly products
- With **over 40 brands and counting and more than 30,000 sustainable products**, Flipkart Green will aim to be a dedicated section on Flipkart Platform for globally certified sustainable products from categories such as **beauty and makeup, grooming, healthcare, food, home decor, sports, fashion and more**



- **Easy Refund and Replacement Policy-** Flipkart also offers a product replacement service if a consumer receives damaged or incorrect goods and in case of refund, it credits the entire amount to the customer's bank account within 2 to 3 days. This method is particularly vital if an eCommerce platform wants to sustain itself in the market for a long time and **create customer confidence**.

HOW FLIPKART CAPTURE THE MARKET IN SPECIAL OCCASION ?



NATURE OF OCCASION MARKETING:

Flipkart always aims to achieve more and more customer retention and customer satisfaction to make more e-com market share in his hands So, by creating occasion marketing flipkart creates

- 1) Satisfied customer with there jaw dropping offers in various products.
- 2) Announcing various offers time to time helps flipkart to maintain customer with them
- 3) These offers are helpful to both rich and budget conscious customers .
- 4) Flipkart give importance to to national festival like Diwali , Holi , 26jan Republic Day and Independence Day to connect more to customer emotion

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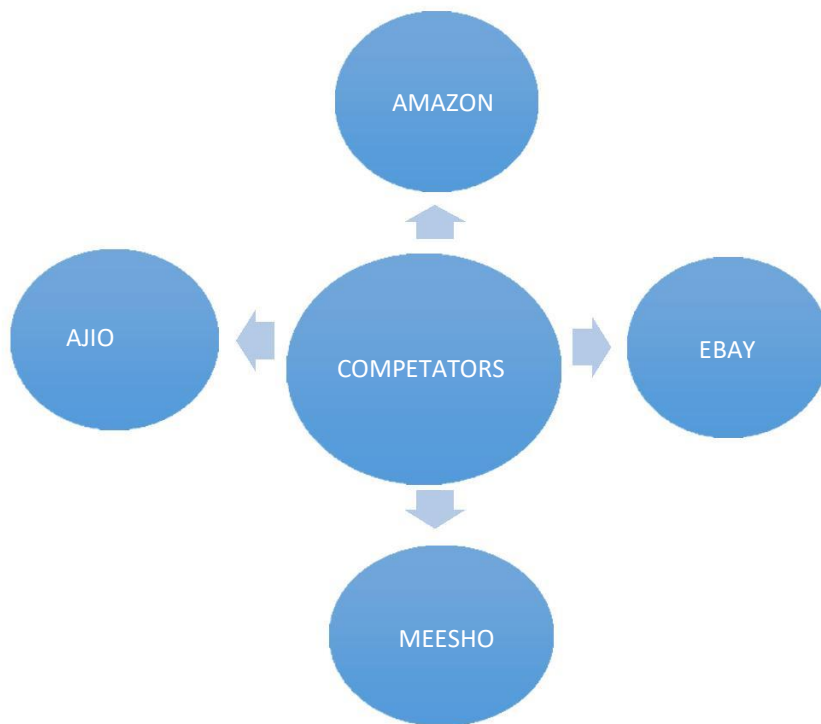
FLIPKART NEW LUNCH PROCESS



Benefits from lunching product in flipkart:

1. Cost effective
2. Time saving
3. Better promotion
4. Better consumer reach
5. Easy returns (if required)
6. Faster delivery
7. Less shipment losses
8. Easy handling of shipments
9. Customer satisfaction

DETAILS COMPETATORS OF FLIPKART:



Different COMPETATORS have their own customer base as they work like Flipkart and they are there in the market. In the end, the market king will be that company which will satisfy their customer more and make their customer to their brand only and not let the customer flee to other brands.

| NAME OF THE brand | sales | inventory | revenue | Customer base |
|-------------------|-------------------------------------|--|-----------------------|--|
| flipkart | Rs 51,176 crore | more than 80 million | Rs 54,580 crore | more than 450 million |
| amazon | 222 billion U.S. dollars world wide | 12 million items across all its categories | \$513.983B World wide | 295 million visitors |
| Meesho | 40 million | 2.8 million | Rs 3,232 crore | 140 million |
| Ebay | 1.941Billion | N/A | \$9.795B | There are over 35 million eBay users worldwide |
| | | | | 1 |



STATEMENT OF THE PROBLEM:

due to some problems like devilry personnel scam
- customer fraud (changing old product and returning)

NEED OF THE STUDY:

Improvement in delivery and inventory management and get good market share over other competitors.

To find out the strength and weakness of flipkart

SCOPE OF THE STUDY:

2. This project is based on the study of market conditions in Indian E-commerce market of Flipkart
3. The study includes various strategy adapted by flipkart time to time to gain more customer base
4. To study the cause of not not growing rapidly in indian e-com market as being a indian compa

RESEARCH METHODOLOGY

THE DATA WAS TAKEN FROM

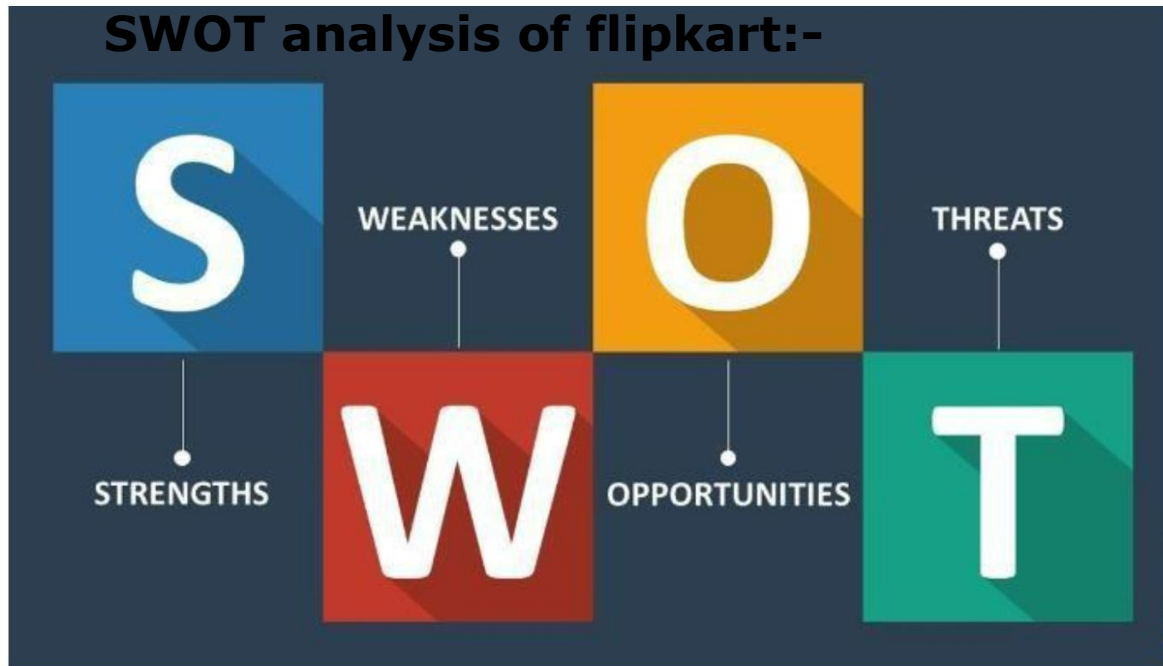
1) PRIMARY DATA :-

- Observations
Observing While working in the organisations
- Interviews
Formal conversation with some senioe employee in the organization
- Servery and questioners
Giving the questioners to the the some of flipkart costomer and college mates
- Talk with some focus groups
Like teenagers about ther specified products and some old aged consumers about their specified products.

2) Secondary Data:-

- Internet data
Which is available in google and flipkart official website.
- Libraries
Articles in college library .

SWOT analysis of flipkart:-



Strengths of Flipkart

Exceptional Brand Recall :- Flipkart enjoys an extensive degree of brand recall through online branding, social media and its quirky TV advertisements. Be it those kids acting like adults in those TV ads or the frenzy around ‘**Big Billion Day**’

Experienced Foundation :- The online retail industry in India was taking its baby steps back in 2007-08. And at that time, Flipkart’s founders (Bansal brothers) who had just worked at Amazon were leading the firm. Their technical expertise in online retail industry eased Flipkart’s growth and prominence.

Strategic Acquisitions & Partnerships :- Flipkart has consistently been able to establish tie-ups with likes of Myntra, Jabong, Walmart because it wanted to solidify its position. Having a separate brand pertaining to fashion and one for digital payments (PhonePe) contributes greatly to brand equity.

High Volume & Range of Products :- Flipkart has a plethora of quality product options to choose from in every category they sell. Exclusive tie-ups with popular brands like Lifestyle, Apple, Motorola, and Xiaomi in the past as well as encouraging in-house brands like Citron, Digiflip & MarQ etc have helped with their large catalogue of products

Weaknesses of Flipkart

Excessive Advertisement Expenses:-

Flipkart spends as much as 30% of its annual revenues on marketing and advertising, much higher than HUL. Now, that's a steep benchmark!

Flipkart relies on heavy discounts, spending crores to attract and retain customers because it wants higher visibility across mediums

Lack of Technological Innovation :- Flipkart **distribution channels and outreach are limited** and nowhere comparable to its top competitors. The supply chain and logistics for the products delivered to users needs massive upliftment. The Just-in-Time inventory philosophy needs to be followed as shipping times and lead times to completing order is too high for Flipkart.

Rapid Acquisition :- Flipkart has been lately looking to up the game by focusing on improving user experience. It has acquired a host of start-ups like Mech Mocha (social gaming) and AR start-up Scapic.

Given that the company is reportedly posting losses, and competition is heating up, so siphoning funds on improving user engagement on their platform isn't exactly first priority.

This rapid acquisition spree might turn out to be damaging for the finances.

Opportunities of Flipkart

Post-Pandemic Sentiments:-

Just like COVID has wreaked havoc globally, it also provides **great impetus for embracing 'digital'**. As more and more consumers are being aware and switching to online consumption of services.

It Is a golden opportunity for Flipkart to grab on. They should extend its range of offerings focusing on consumer sentiments and insights.

Market Development:-

Owing to the thrust towards digital economy and retail, Flipkart should indulge in new market development and extend its services.

Flipkart has to be move across borders of India and serve customers from neighbouring geographies like South-East Asian countries. Because these countries have a high demand for online retail.

Entering into joint ventures with local players, Flipkart can look to diversify its revenue from alternate markets.

Delivery Excellence:-

Order returns, refunds, cancellations, redressal of delivery issues, and fake product deliveries etc are issues Flipkart should enhance in their ranks.

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Flipkart tries to reduce the delivery times and increase its operational efficiency for tier 2 & 3 cities because rural dwellers are now surging to online shopping.

Secure and Streamline Payments:-

Better online secure payments can **instill** more confidence in people to shop online. **India has one of the highest no of smartphone users in the world.** Flipkart can look to streamline payments for their orders through an in-house payment service like **AmazonPay** to include new product lines.

And Flipkart can also look to ride on the wave of **‘Vocal for Local’ sentiments in India** allowing more MSMEs to sell on their platforms.

Threats of Flipkart

Threat of Intense Rivalry :-

There is no dearth of competitors in the online retail space. Be it international players like Amazon, eBay, and Alibaba or local ones like Shopclues, Snapdeal, and Paytm etc. Presence of so many rivals selling similar products immensely reduces revenues.

Two top firms in Amazon & Flipkart are locked in a battle of burning cash, offering festive sales, and ambitious money infusions from investors. Because they both want to conquer the Indian online retail market and oust the other.

Buyer Power & Switching:-

The online retail market is saturated with Snapdeal, Paytm, Ebay, Myntra Reliance Digital, and Nyka etc. **Customers visibly have lower switching costs; they instantly switch from one online shopping website to another.**

Stringent Government Regulations:-

It is hard to sustain losses and keep doing business if the government regulations keep hindering the business. In fact, Flipkart was recently investigated related to violations of competition laws in 2020 by CCI (Competition Commission of India).

Indian government also exercises strict control and monitoring of FDI and funds from foreign investors into Indian firms. This led to many legal issues and operational problems for Flipkart (now owned by US-based Walmart)

MAJOR COMPETETPRS



Amazon.com, Inc. is an American multinational technology company focusing on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence

Amazon was founded by [Jeff Bezos](#) from his garage in [Bellevue](#), Washington,[\[7\]](#) on July 5, 1994. Initially an online marketplace for books, it has expanded into a multitude of product categories, a strategy that has earned it the moniker *The Everything Store*



eBay Inc. is an American multinational e-commerce company based in San Jose, California, that facilitates consumer-to-consumer and business-to-consumer sales through its website. eBay was founded by Pierre Omidyar in 1995 and became a notable success story of the dot-com bubble



AJIO, a **fashion and lifestyle brand**, is Reliance Retail's digital commerce initiative and is the ultimate fashion destination for styles that are handpicked, on trend and at prices that are the best you'll find anywhere



The [online reseller platform](#) Meesho perhaps requires no introduction. The platform has carved a niche for itself and has gained popularity among consumers and retailers alike by making online reselling and shopping hassle-free and affordable. Meesho provides secure and timely transactions, as well as low-cost returns and shipping. More than **2.6 million resellers throughout India trust Meesho**.

MARKET SEGEMENTATIONS

THE PROCESS of defining a large homogeneous market into clearly identification segments having similar needs and wants or demand characteristics .its objective to design a marketing mix that precisely matches the expectation of customer in targeted segment

Few of the companies are big enough to supply the entire market most but break down the total demand to segments and choose those that the company is best in handling

The four major segmentation strategy are based on:-

GEOGRAPHICAL SEGEMENTATION:-

- CATERS TO **TIER 1, TIER 2 , TIER 3** CITIES

DEMOGRAPGIC SEGEMENTATION :-

- 75 PERSENT OF ONLINE USER BETWEEN THE AGE OF 15 TO 34
- flipkart target mainly the youth of the country

BEHAVIOURAL SEGEMENTATION

- web friendly people

PSYCHOGRAPHIC SEGEMENTATION

- Flipkart focuses on more psycho graphic ,which helps in dealing where to display ads online
- they target online shoppers and people who don't online shop .

Operation speed of competitors:-

One of the major customer satisfaction to get product before time which is known as on time delivery .

Here are some examples of various brands and their operation speed which is from primary packing to secondary shorting and finally dispatching

DATA COLLECTION AND INTERPRETATION:

Total number of samples each for primary and secondary sorting and dispatch- 100

Total number of samples- 700

| | AMAZON | | | FLIPKART | | EBAY | |
|-------------------------------------|---------|-----------|----------|----------|----------|---------|----------|
| | Primary | Secondary | Dispatch | Primary | Dispatch | Primary | Dispatch |
| Total Shipments | 7372 | 7582 | 8260 | 4516 | 4992 | 4016 | 4232 |
| Total Time Taken (in seconds) | 17211 | 17133 | 16858 | 15847 | 16646 | 17505 | 17416 |
| Average time taken by each shipment | 2.33 | 2.26 | 2.04 | 3.51 | 3.33 | 4.36 | 4.12 |

Total time taken by each shipment in AMAZON (primary, secondary and dispatch) - 6.63 seconds

Total time taken by each shipment in FLIPKART (primary and dispatch) – 6.84 seconds

Total time taken by each shipment in EBAY (primary and dispatch) – 8.48 seconds

LIMITATION OF THE STUDY:

- . This research is shorten up to only bhubaneswar area
- . More time taken by questioner data summation
- . More time taken by data collection
- . Slow working of employees due to less pressure etc.

Some marketing methords applied by flipkart

Porter 's 5 forces

1) Bargain power of suppliers :-

- the readers are reducing thus suppliers are in weak position inventory turn over is low thus more inventory so flipkart is at upper hand

2) Bargain of buyers :-

- not many buyers
- best deals online
- cash on delivery
- faster devilry with free shipping cost

3) Threat to new entries :-

- market potential for this industry is high
- increasing customer ease and customer satisfaction

4) Threat to substitutes :-

- diminishing bricks and mortar model
- low entry barriers but sustaining is tough

5) Threat to new entries :-

- market potential for this industry is high
- increasing customer ease and customer satisfaction

FLIPKART 4'Ps

Product :

- aims more segments except automobiles
- website is great easy to use , easy to browse , and easy to understand . add product to wish list and carts and get product review to know about the product we can pre order the products and we can pay according to our convenience and our best payment methods
- quick level of product is absolutely fine
- product are packed in such a way that they are break proof , temper proof and safe
- product which are listed in flipkart those product comes with a warranty period which is promised by the concerned brand and also flipkart provide us with paid warranty or we can call it as extension of warranty in some of the specific products
- it also provides with 30 days replacement in many product and in some product it comes with 7 days replacement policy .

Price :-

- Price of the product is taken into consideration in many cases like supplier expenses, transport expenses, packaging expense , shipping expenses courier expenses ,inventory management expenses , office and stationary expense
- Sales and advertisement expenses taxes , depreciation , discount allowance and many more .
- roughly 10 to 15 % of profit comes in books and less popular products but the profit margin may also goes to 15 to 20 % in popular products like smartphones
 - discount up to 80% in various categories
 - upper edge in competitive pricing
 - special discount and features for flipkart plus members
 - as shopping in INDIA the shipping cost reduces so it's a decline in overall cost for the company so the company offers less price compared to others market players like AMAZON and MESHOO
 - for expensive and fragile product the transit cost is borne by the company

Place :-

- channel type word of mouth which is being the most key driver of the company's growth
- when a prder is placed the either serve the orer from there inventory or order it from various partner suppliers and then deliver to the customer
- as on date 80% of the ordered product is being handled from the where house which helps in quik and effective service
- shipping and courier act as intermediaries in the system.
- we can deliver order in 1 day tier 1 cities , 2 -3 days in tier 2 cities and 3 -5 days in tier 3 cities.
- delivery services through E-kart and various other 3PL services like express bee and etc.

Promotion:-

- Employees of division like website , business planning and analytic, ERP business development , product management , marketing supply chain management and customer support are generating revenue for it .
- while years of experience are always beneficial for candidate flipkart focuses to hire those who always up to the mark and push the competition and introduce various moves to the organization.
- adiquate training as per the role and responsibilities are given to them accordingly and incentives
- major of flipkart employee are there in customer support division and operation devision where the process of shorting and dispatching is being done in each MOTHER HUB .
- unique tools of sales promotion are affilite in there website
- as internet web strategy used google Ads , blogs ,posts ,social networking sites such instagram , tweeter and facebook used for promotion related things .

SUPPLY CHAIN MANAGEMENT IN FLIPKART

THE company structure is divided into three broad categories . first product and technologies which is core team of the company and second is business development which is related to sales and third is operations which deals with supply chain management of the company.

Product and Technology Team :-

- The product and technology team of the core strengths of the company. The team manages the entire process from listing of item to search engine optimization to maintain the smooth flow of website.

BUSINESS DEVELOPMENT TEAM

Business development team is responsible for all the activities related to sales including Vendor management to pricing and discount strategy.

OPERATION TEAM :-

Operation team deals with all the things in company related to supply chain management , right from receiving order to where housing to customer support both online and offline

CUSTOMER SUPPORT TEAM :-

- flipkart has strong focus on customer support service with customer delight with top most priority . and to prove it the company grantee a 27/7 service in flipkart and to cater this facility flipkart has a delighted customer support team which offer both in bound and out bound support

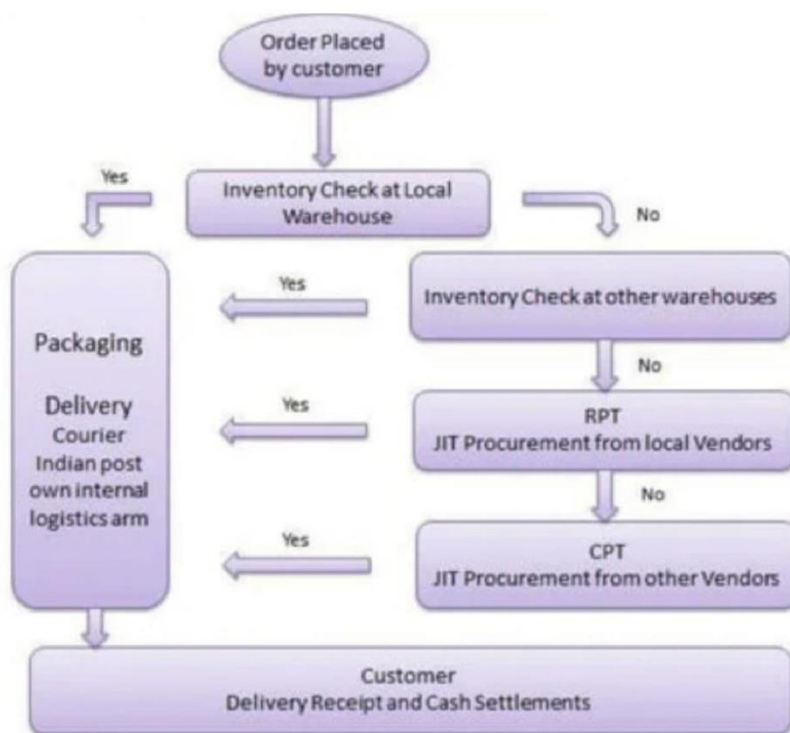
LOGISTICS :-

Logistics if the most important factor of any successful e commerce business , flipkart ships more than 5,00,000 per day

Which makes management of logistics a difficult task to carry on for the company. Further more the cost of delivery is borne by the company so in total the logistics process is too complex for the company itself

Customer fullfilment

Customer orders are fullfilled by inventory or JIT procurement depending upon the availability



CUSTOMER SUPPORT :-



Customer support function of an e commerce website is one of the most important thing as it is the touch point of any business of building trust among the consumers . it helps to build consumer aquisition and consumer loyalty , flipkart's customer service consist of all call centers agents who takes care of all inbound and out bound calls and also have a team to handle Email quires the entire team is based out of banglore and its a core part of flipkart strong employee base. Flipkart tries to differenciate it self to a superior shopping expirance and customer survice is a integral part of it . flipkart prefers to train its own suppoer staf reather that out sourcing it.

At present a customer calls due to one of the following reasons

- sales assistance
- general enquirees
- product / shipping related queries

FLIPKART CURRENT OVERVIEW



FLIPKART AND WALLMART

The world largest retailer has acquired Indian E Commerce brand flipkart for \$16 billion at 77% stakes . walmart and flipkart will be separate brand with a goal to make flipkart the best in India from which majority customer will do their Ecommerce activity

The acquisition is walmart's biggest deal ever and also most successful exit to a Indian startup , however the Indian business community and the general public , are polarized whether this deal is good for Indian business e commerce ecosystem .

VISION

TO BECOME INDIA'S NEXT AMAZON having max market share in indian E com industry

MISSION

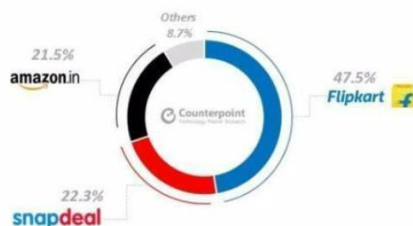
Providing a delightful and meaningful customer experience and a good customer experience

Marketing Analysis on Flipkart

FLIPKART MARKET POSITIONS IN INDIA:

Market Share: 47.5%

Revenue: \$2.8 Billion



FINDINGS:

- Out of the total samples taken from AMAZON , FLIPKART and MESHOO, it is very clear that total time taken by FLIPKART is always lesser than that of AMAZON and MEESHO and it's less even if we compare the average of total time taken by AMAZON and MEESHO.
- The use of only HHDs and real time data collection in FLIPKART is the most important reason for making the entire process faster than that of amazon and meesho .
- FLIPKART despite having three processes i.e. primary and secondary sorting and dispatch compared to two processes in both AMAZON and MEESHO (vendor wise sorting and dispatch) is still faster than both the mother hubs of various companies. Even if we compare the average still we found that FLIPKART is always faster.
- Due to good customer support team and continuous listing of new product and search engine optimization the website and application is working in their best condition which leads to hustle free experience the customer .
- segmentation of various geographical cities to tier 1, tier 2 and tier 3 cities helps flipkart to operate well
- By focusing more to the younger generation it has shown that the company is always up to date about any trend or any product to come up in market and to give fast and better survive than other market competitors

CONCLUSIONS & RECOMMENDATIONS:

CONCLUSIONS:

- A credible rival can do wonders to an enterprise and flipkart is no different . the entry of AMAZON in Indian market as gave flipkart opportunity to do many in house developments now a days organically development is in trend and its new industry standards.
- Flipkart began operation model goods were produced from supplier to demand , based on order received through website later to books to electronics then the company adopted where housing model the company has its own warehouse and maintain its own inventory however later flipkart launched its market place model in 2013.
- It introduces UPI AND DEBIT AND CREDIT CARD payment facilities for customer for safe and hassle free payments , 80% of its shipments are done by its own logistics and about half of its payment are done in pay on delivery methods
- Flipkart has also introduced the next day guarantee delivery to the customers in its website and mobile application . flipkart controls over 2,00,000 shipments per day on its own logistics
- Last but not the least flipkart has very clearly prioritize customer delights as its chief avenue of customer acquisition and retention . this causes them to build a good repo among the potential consumers

RECOMMENDATIONS:

- Flipkart has successfully placed it self into the prospect of mind making it the India's largest online store with a huge range of products . flipkart still need to work on their core competences that is book and stationary items . with entry of amazon it will be huge competitive market for flipkart and hence will have to position it self better , as we still see that huge percentage elderly customer are hesitate to do online purchase .those old customer who purchase is at a less frequency . so flipkart need to be aggressive at providing better service to those elderly person to get a good market grip.
- They can have there retail stores which can give an access to consumer to feel and analyze the product which will help them to win the consumer faith .[price will still be a factor as amazon being a huge company will use its economy of sale to remove their competitors from the market so they need to be more competitive on there aspects be very focus on consumer and build amazing experience for the customer.

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