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SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

In Depth LEAN MANAGEMENT (KAIZEN and JIT MODEL)

SUBMITTED BY

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DECLARATION

I, Mr. Rajani Kanta Mishra, bearing university registration no 2206258208(2022-24batch), hereby declare that the project report titled “Depth of Lean management System (Kaizen, JIT etc.)” 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 (Facility Trainer) (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, impartial 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:

Rajani Kanta Mishra

Place: Bhubaneswar

ACKNOWLEDGMENT

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 (Facility In charge) and Mr. Pratyush(In charge) 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

Rajani Kanta Mishra

Registration no: 2206258076

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 & quote; Great Arab Days & quote; which have been highly anticipated by customers. 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

Lean management is a systematic approach to identifying and eliminating waste within a system. It is based on the principle that every step in a process should add value to the customer. Lean management is often associated with manufacturing, but it can be applied to any industry or process.

The fundamental principles of lean management consist of;

1. Value; Define the worth of a product or service, from the customers standpoint.
2. Value stream; Identify and map out the series of steps to deliver a product or service to the customer.
3. Flow; Establish an uninterrupted flow of value by eliminating any activities that do not add value.
4. Pull;. Provide only what is required by the customer exactly when they need it.
5. Perfection; Continuously enhance the value stream by eliminating waste and defects.

These five core principles form the basis, for implementing management practices.

. Techniques used in management;

1. 5S; This method involves sorting, setting in order shining, standardizing and sustaining.
2. Value stream mapping; It provides a representation of the value stream.
3. In time (JIT) production; This approach focuses on producing only what is necessary. When it is required.
4. Kanban; It is a pull system that helps manage production and inventory.
5. Total quality maintenance (TQM); TQM aims at preventing equipment breakdowns.
6. Kaizen; It emphasizes improvement.

These are some of the strategies utilized in management to streamline processes and enhance efficiency.

Advantages of implementing management principles;

1. Cost reduction; Lean management helps in lowering expenses.
2. Enhanced efficiency; It improves effectiveness.

4. Reduced lead times; Implementing techniques enables processing and delivery times.
5. Customer satisfaction enhancement; Lean management focuses on meeting customer needs and expectations leading to satisfaction levels.

The main **OBJETIVE** of management is to optimize customer value by reducing waste. This is accomplished by identifying and eliminating any activities, in the value stream that do not add value.

For instance, a car manufacturer may identify value added activities in its assembly line;

1. Overproduction; Producing cars than required resulting in surplus inventory and increased expenses.
2. Waiting time; Cars waiting for parts or processing at stages of the assembly line.
3. Unnecessary transportation; Moving cars around the factory without any reason.
4. Excess inventory; Accumulating a number of parts potentially leading to spoilage and obsolescence.
5. Unnecessary processing; Carrying out steps during the assembly process.
6. Defects; Dealing with cars that require repair or need to be discarded due, to defects.

By addressing these value added activities lean management aims to enhance efficiency and deliver better value to customers while minimizing wasteful practices.

Another example:

A hospital may identify the following non-value-added activities in its patient admission process:

1. Patients waiting in line to see a receptionist.
2. Patients waiting for their medical records to be retrieved.
3. Patients waiting to be seen by a nurse.
4. Patients waiting to be seen by a doctor.
5. Patients waiting for test results.
6. Patients waiting to be discharged.

By implementing lean principles and tools, the hospital can streamline the patient admission process, reducing wait times and improving the overall patient experience.

Lean management can be applied to any industry or process, and its benefits are widely recognized. By eliminating waste and focusing on delivering value to the customer, organizations can achieve significant improvements in performance and profitability.

To delve deeper into the realm of lean management, let's expand on the key aspects and explore its practical applications across various industries:

1. Lean Principles in Action

a) Value Stream Mapping: A hospital implements value stream mapping to analyze the patient admission process. By identifying bottlenecks and non-value-added activities, they streamline the process, reducing patient wait times and improving overall satisfaction.

b) Just-in-Time (JIT) Production: A car manufacturer adopts JIT production, ordering parts only when needed for specific orders. This eliminates excess inventory, minimizes storage costs, and ensures a continuous flow of production.

c) Kanban System: A software development team utilizes Kanban boards to visualize and manage their workflow. Tasks are moved through stages, ensuring a continuous flow of work and timely delivery of features.

2. Lean Management Beyond Manufacturing

Lean principles extend beyond manufacturing, finding applications in diverse industries:

a) Healthcare: Hospitals use lean techniques to improve patient flow, reduce errors, and enhance patient care.

b) Software Development: Agile methodologies, rooted in lean principles, promote iterative development, continuous improvement, and customer-centricity.

c) Service Industries: Lean principles are applied to streamline processes, reduce waste, and improve customer service in various service sectors, such as banking, retail, and hospitality.

3. Lean Management and Continuous Improvement

Kaizen, the Japanese concept of continuous improvement, is central to lean management. Organizations foster a culture of continuous improvement by:

a) Encouraging employee involvement and empowering them to identify and suggest improvements.

b) Implementing PDCA (Plan-Do-Check-Act) cycles to test and implement improvements systematically.

c) Utilizing visual management tools to track progress and identify areas for further improvement.

4. Lean Management and Organizational Culture

Lean management is not just a set of tools and techniques; it's a philosophy that permeates the organization's culture. Successful lean implementation requires:

- a) Leadership commitment: Leaders must champion lean principles and demonstrate their commitment through actions.
- b) Employee engagement: Employees should be actively involved in identifying and implementing improvements, fostering a sense of ownership and empowerment.
- c) Open communication: A culture of open communication encourages sharing ideas, identifying problems, and collaborating on solutions.

5. Lean Management and Customer Focus

Lean management is fundamentally customer-centric, aiming to deliver value to the customer by:

- a) Understanding customer needs and defining value from their perspective.
- b) Eliminating waste and non-value-added activities that hinder customer satisfaction.
- c) Continuously improving processes to enhance customer experience and exceed expectations.

In essence, lean management is a journey of continuous improvement, driven by a relentless pursuit of eliminating waste and delivering value to the customer. By embracing lean principles and fostering a culture of continuous improvement, organizations can achieve operational excellence and gain a competitive edge in their respective industries.



The scope of lean management is vast, encompassing all aspects of an organization's operations, from product development to supply chain management to customer service.

Here are some specific examples of how lean management can be applied in different areas of an organization:

- 1.Product development: Lean principles can be used to identify and eliminate waste from the product development process, resulting in shorter lead times and faster product launches. For example, a company may use lean techniques to streamline the process of gathering customer feedback, designing new products, and testing prototypes.
- 2.Supply chain management: Lean management can be used to improve the efficiency of the supply chain, reducing inventory costs and improving customer responsiveness. For example, a company may use lean techniques to reduce the number of suppliers, improve order forecasting, and optimize transportation schedules.
- 3.Manufacturing: Lean management can be used to streamline manufacturing processes, reduce defects, and improve quality. For example, a company may use lean techniques to create a just-in-time production system, implement kanban boards, and conduct 5S audits.
- 4.Customer service: Lean management can be used to improve customer satisfaction by reducing wait times, resolving issues quickly, and exceeding customer expectations. For example, a company may use lean techniques to streamline the order fulfilment process, implement a customer relationship management (CRM) system, and empower employees to resolve customer issues quickly and efficiently.

In addition to these specific applications, lean management can also be used to improve the overall performance of an organization by:

- 1.Reducing costs: Lean management can help organizations to reduce costs by eliminating waste and improving efficiency.
- 2.Improving quality: Lean management can help organizations to improve quality by reducing defects and improving processes.
- 3.Increasing customer satisfaction: Lean management can help organizations to improve customer satisfaction by reducing wait times, resolving issues quickly, and exceeding expectations.
- 4.Improving employee engagement: Lean management can help organizations to improve employee engagement by empowering employees to identify and implement improvements.

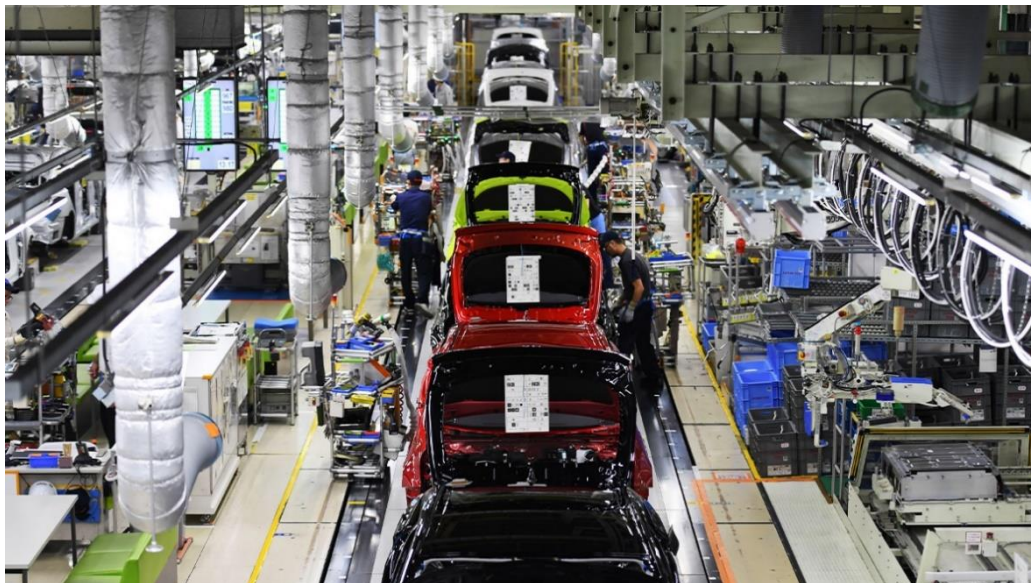
Overall, the scope of lean management is broad and far-reaching. Lean principles can be applied to any aspect of an organization's operations to improve performance, reduce costs, and increase customer satisfaction.

Future of Lean Management

Lean management is a continuous improvement journey, and its future is bright. As organizations increasingly recognize the benefits of lean, we can expect to see lean principles and tools applied more widely across all industries.

Here are some specific trends that we can expect to see in the future of lean management:

1. Increased focus on digital transformation: Lean management is increasingly being integrated with digital technologies such as automation, big data, and artificial intelligence. This is enabling organizations to achieve new levels of efficiency and productivity.
2. Greater emphasis on customer value: Lean management is becoming increasingly customer-centric, with organizations focusing on delivering value to the customer at every step of the value stream.
3. Widespread adoption in new industries: Lean management is being adopted by more and more organizations in new industries, such as education, government, and non-profit.



COMPANY PROFILE



Flipkart, an e-commerce giant in India, stands as a testament to the power of innovation and the potential of the Indian market. Founded in 2007 by Sachin Bansal and Binny Bansal, two former Amazon employees, Flipkart has revolutionized the way Indians shop, transforming the landscape of retail in the country.

Early Beginnings and Rapid Growth

Flipkart's journey began with a modest focus on online book sales, operating from a small apartment in Bengaluru. However, the company quickly gained traction, expanding its product offerings to include electronics, fashion, and home goods. Flipkart's growth was fueled by its innovative approach, including the introduction of cash-on-delivery payments, a game-changer in a market where credit card penetration was low.

Industry Leadership and Acquisition

By the early 2010s, Flipkart had emerged as a dominant force in India's e-commerce sector, capturing a significant market share. The company's success attracted the attention of global retail giants, leading to its acquisition by Walmart in 2018 for a staggering \$16 billion. This acquisition further solidified Flipkart's position as a leader in the Indian market and provided it with the resources to expand its reach and capabilities.

Expanding Horizons and Social Impact

Flipkart's growth extended beyond its core e-commerce business. The company ventured into various initiatives, including grocery delivery, digital payments, and logistics services. Flipkart also made a significant impact on India's social landscape, providing employment opportunities and empowering small businesses through its e-commerce platform.

Current Profile and Future Outlook

Today, Flipkart stands as a household name in India, with over 150 million registered users and a vast product range catering to diverse customer needs. The company's commitment to innovation and customer satisfaction remains unwavering, and it continues to invest heavily in technology, logistics, and customer service.

Looking ahead, Flipkart is poised to play an even more significant role in India's digital economy. The company's focus on expanding its reach in rural areas, catering to the growing middle class, and leveraging technology to enhance customer experiences will drive its future growth. Flipkart's journey from a humble startup to an e-commerce behemoth is an inspiring tale of innovation, resilience, and the transformative power of technology. The company's impact on India's retail landscape and its contributions to the country's economic growth are undeniable. As Flipkart continues to evolve and adapt to the ever-changing digital landscape, its impact on India's digital transformation will undoubtedly be profound.

ACQUISITIONS

- 1.Letsbuy.com (2012): An online electronics retailer acquired for an undisclosed amount.
- 2.Myntra (2014): A leading online fashion retailer acquired for \$280 million.
- 3.Appiterate (2015): A Delhi-based mobile marketing automation firm acquired to enhance Flipkart's mobile services.
- 4.MapmyIndia (2015): A minority stake in the digital mapping provider was acquired to improve location-based services.
- 5.PhonePe (2015): A minority stake in the UPI mobile payments startup was acquired to strengthen Flipkart's payment gateway.
- 6.eBay India (2017): Flipkart acquired eBay's India operations for \$1.4 billion, gaining a significant share in the Indian e-commerce market.
- 7.Jabong (2016): Flipkart acquired Jabong, another leading online fashion retailer, for \$70 million, further consolidating its position in the fashion segment.
- 8.FX Mart (2016): A cross-border payments platform was acquired to expand Flipkart's international reach.
- 9.Liv.ai (2017): An AI-powered chatbot startup was acquired to enhance customer interactions and provide personalized recommendations.
- 10.F1 Info Solutions & Services (2017): A supply chain management firm was acquired to improve logistics and fulfillment capabilities.

11.Mech Mocha (2020): The intellectual property of a gaming startup was acquired to develop casual games and enhance user engagement.

12.Scapa (2020): An augmented reality company was acquired to provide AR experiences for product visualization and marketing.

13.Walmart India (2021): Flipkart acquired Walmart India's wholesale business for \$16 billion, gaining access to a vast network of suppliers and retail partners.

14.Upstream Commerce (2021): A social commerce platform was acquired to expand Flipkart's reach into smaller towns and villages.

15.Cleartrip (2022): An online travel booking site was acquired for an undisclosed amount to strengthen Flipkart's travel offerings.

16.SastaSundar (2022): An online pharmacy was acquired for an undisclosed amount to expand Flipkart's healthcare services.

17.ANS Commerce (2022): A D2C SaaS platform was acquired for an undisclosed amount to provide technology solutions to brands and sellers.

18.Yaantra (2023): A mobile and electronics repair service provider was acquired for an undisclosed amount to enhance Flipkart's after-sales service offerings.

ABBREVIATIONS

- DC – Distribution Centre
- IB – Inbound
- OB – Outbound
- RC – Return Centre
- 3PL- Third Party Logistic
- DMT – Dock Management Tool
- WMS – Warehouse Management System
- IRN – Invoice Receipt Note
- RTO – Return To origin
- RT- Reach Truck

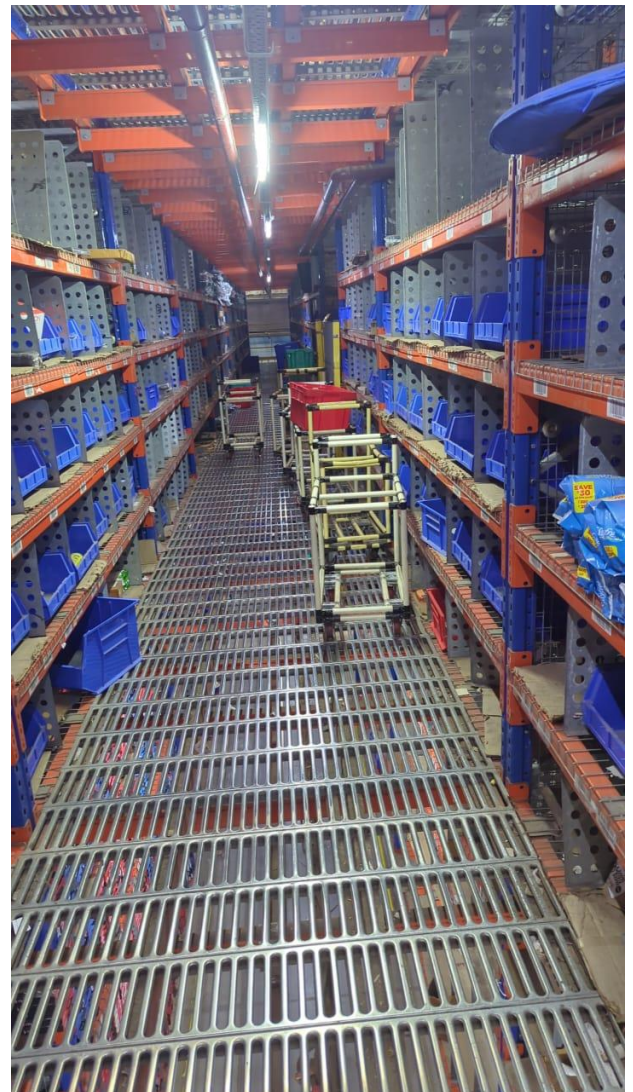
- FLO – Faster Leaner Organized
- ISC – Invoice sanity Check
- QC- Quality Check
- DEO – Data Entry Operator
- HHD – Hand Hold Device
- WID – Warehouse ID
- PO – Purchase Order
- GTL – Good Transfer List
- RVP – Reverse Process



Ekart Logistics warehouse (Choudwar)



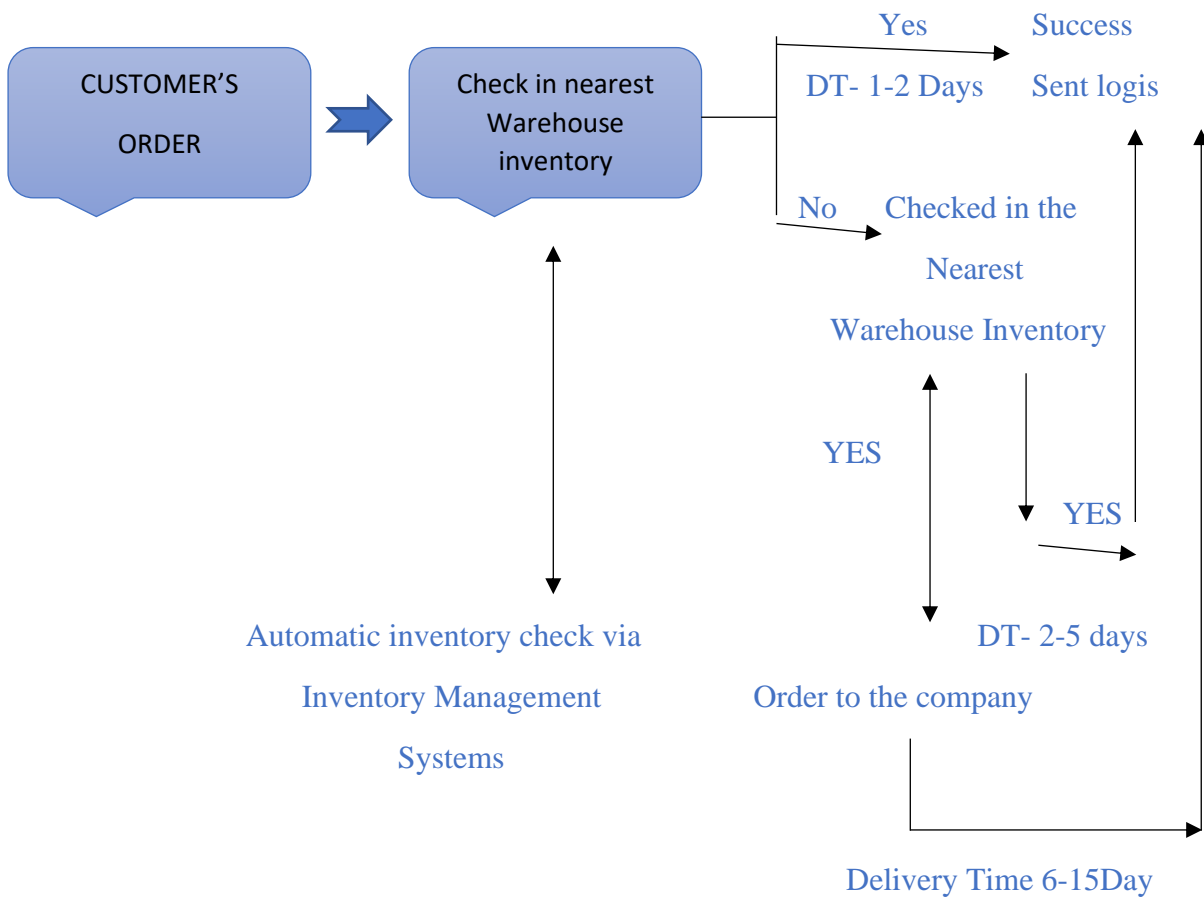
Shot with my Galaxy A23



Inside View of a Warehouse



Essential Things of a warehouse



Complete Workflow System of Flipkart

4p's Strategy of Flipkart

Product:

- Focus: Offers a wide range of products across multiple categories, including electronics, fashion, home goods, groceries, and digital products.
- Intention: Cater to diverse customer needs and preferences, becoming a one-stop shop for all their shopping requirements.

Price:

- Focus: Maintains competitive pricing strategies, often offering discounts, promotions, and cashbacks.
- Intention: Attract price-sensitive consumers and gain a competitive edge in the e-commerce market.

Place:

- Focus: Operates through a vast network of warehouses and delivery partners across India.
- Intention: Ensure fast and reliable delivery services, reaching customers even in remote locations.

Promotion:

- Focus: Utilizes a multi-channel marketing strategy, including TV ads, print ads, social media marketing, and influencer partnerships.
- Intention: Increase brand awareness, attract new customers, and retain existing ones.

In summary, Flipkart's 4Ps strategy is centered on providing a wide selection of products at competitive prices, ensuring fast delivery, and promoting the brand effectively to reach a broad customer base. This strategy has been instrumental in Flipkart's success as a leading e-commerce player in India.

Positioning strategy

Flipkart, India's leading e-commerce giant, has successfully positioned itself as the "one-stop shop for all your shopping needs," catering to a wide range of customers across diverse segments. Its positioning strategy revolves around three key pillars:

1.Accessibility: To make e-commerce accessible to a broader Indian audience, Flipkart has focused on affordability, convenience, and inclusivity. It introduced cash-on-delivery, expanded its reach to rural areas, and partnered with local sellers to provide a wide range of products at competitive prices.

2-Trustworthiness: Flipkart has built a strong reputation for reliability, secure transactions, and customer satisfaction. It has invested in robust payment gateways, efficient logistics, and responsive customer service to ensure a seamless and trustworthy shopping experience.

3-Innovation: Flipkart has embraced technology and innovation to enhance its offerings and stay ahead of the curve. It has introduced features like augmented reality product visualization, personalized recommendations, and voice-based shopping to elevate the customer experience and stay relevant in the ever-evolving e-commerce landscape.

Flipkart's positioning strategy has been instrumental in its success, making it a household name and a dominant force in India's e-commerce market. By combining accessibility, trustworthiness, and innovation, Flipkart has captured the hearts and minds of Indian consumers, establishing itself as the go-to destination for their online shopping needs.



Branding Strategy of Flipkart

Brand Essence: The Heart of Flipkart's Identity

Flipkart's branding strategy revolves around its core essence: "Transforming the way India shops through technology." This essence encapsulates the company's mission to provide a seamless and delightful shopping experience to customers across India, leveraging the power of technology to simplify and enhance the e-commerce journey.

Brand Building: Communicating Flipkart's Value Proposition

Flipkart has employed a variety of channels to communicate its brand message and build a strong brand identity:

1. **Marketing Campaigns:** Flipkart has launched memorable marketing campaigns that connect with Indian consumers on an emotional level, highlighting its focus on accessibility, trust, and innovation.
2. **Social Media Engagement:** Flipkart actively engages with its customers on social media platforms, fostering a sense of community and responding to their feedback.
3. **Strategic Partnerships:** Flipkart has partnered with leading brands and organizations to strengthen its brand image and expand its reach.
4. **Customer Service:** Flipkart places a high priority on customer service, providing prompt and efficient support to build trust and loyalty.

Brand Equity: The Power of Flipkart's Brand

Flipkart has emerged as a powerful brand in India, recognized for its affordability, reliability, and innovation. Its brand equity has translated into several benefits:

1. **Customer Loyalty:** Flipkart enjoys a loyal customer base that appreciates its commitment to providing a seamless and satisfying shopping experience.
2. **Brand Recognition:** Flipkart is widely recognized and trusted brand in India, with a strong brand recall and positive brand perception.
3. **Competitive Advantage:** Flipkart's strong brand identity has given it a competitive edge in the e-commerce market, attracting new customers and retaining existing ones.

Conclusion: Flipkart's Branding Success

Flipkart's branding strategy has been instrumental in its remarkable success, driving its growth and establishing its position as India's leading e-commerce player. By understanding the Indian market, embracing innovation, and focusing on customer satisfaction, Flipkart has created a brand that resonates with consumers and stands out in the competitive digital landscape.

Strategic intent of Flipkart

Aim

Flipkart's aim and strategic initiatives demonstrate its commitment to transforming the way India shops, empowering sellers, and contributing to India's economic growth and digital transformation. By continuously innovating, expanding its reach, and enhancing customer experience, Flipkart aims to remain India's most trusted and preferred online marketplace.

Vision

Flipkart envisions a future where e-commerce is seamlessly integrated into the lives of every Indian, transforming the way they shop, connect with brands, and manage their daily needs. This vision is driven by a deep understanding of India's unique market dynamics and a commitment to providing an innovative, customer-centric shopping experience.

Mission

“Providing a delightful and memorable Customer experience”.

Objective and Goal

1. To provide a hassle-free shopping experience with fast delivery and easy returns.
2. To offer the widest selection of products at the best prices.
3. To empower sellers to reach more customers and grow their businesses.
4. To contribute to India's economic growth and development.

Tag Lines

1. 2021 - Ab Har Wish Hogi Poori
2. 2020: Ab Se Shopping Karne Ka Naya Address
3. 2015: Be Trendy, Always
4. 2012: Itne Mein, Itnaaaa Milega
5. 2011: Shopping ka naya address
6. 2007: The Online Megastore

INDUSTRY ANALYSIS

INDIAN E-COMMERCE MARKET has witnessed exponential growth in recent years, transforming the way Indians shop and driving India's digital transformation journey. This dynamic market is characterized by its vast size, diverse consumer base, and intense competition among a multitude of players.

Market Size and Growth Potential

India's e-commerce market is estimated to reach a **staggering ₹2.66 trillion (US\$36 billion)** by 2027, **growing at a CAGR of 21.5%**. This growth is fueled by factors such as increasing internet and smartphone penetration, rising disposable incomes, and a growing preference for convenience and online shopping experiences.

Number of Players and Market Share

The Indian e-commerce landscape is dominated by a few major players, including:

1. Flipkart: The leading e-commerce marketplace in India, with a market **share of around 38%**.
2. Amazon India: A close competitor to Flipkart, holding a market share of **approximately 32%**.
3. Reliance JioMart: A rapidly growing e-commerce platform backed by Reliance Industries, with **a market share of around 12%**.
4. Myntra: A leading online fashion retailer, acquired by Flipkart in 2014, with **a market share of around 6%**.
5. Nykaa: A prominent online beauty and wellness retailer, with **a market share of around 4%**.

- Flipkart: 38%
- Amazon India: 32%
- Reliance JioMart: 12%
- Myntra: 6%
- Nykaa: 4%

These five players collectively hold over 90% of the Indian e-commerce market share. The remaining market share is divided among smaller e-commerce companies, niche players, and emerging startups.

Factors Influencing Market Share

Several factors influence the market share of e-commerce players in India, including:

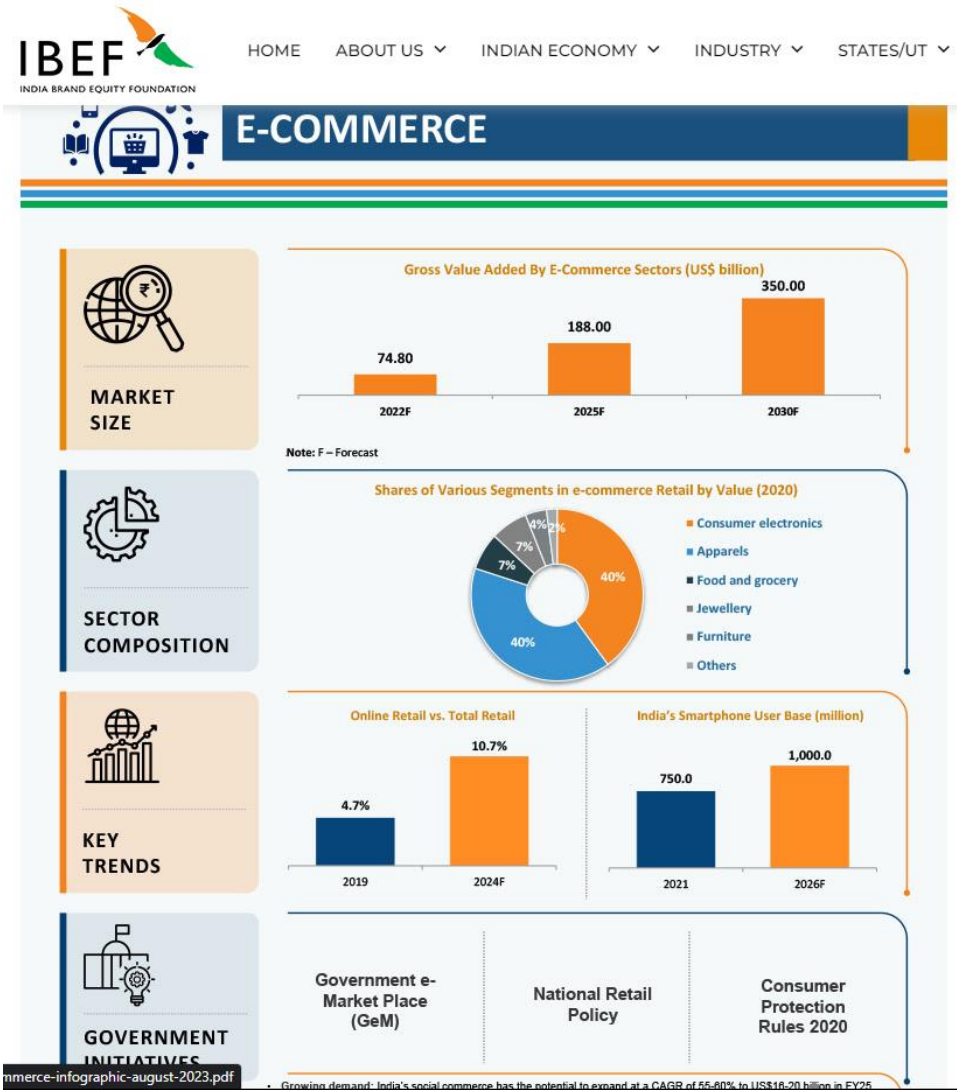
1. **Product Assortment:** Offering a wide range of products across various categories attracts a broader customer base and increases market share.
2. **Pricing Strategies:** Competitive pricing, discounts, promotions, and cashback offers attract price-conscious consumers and drive market share.
3. **Logistics and Delivery:** Robust logistics and delivery networks ensure fast and reliable order fulfillment, enhancing customer satisfaction and boosting market share.
4. **Customer Experience:** Personalized recommendations, seamless payment options, responsive customer service, and innovative features like augmented reality (AR) and voice-based shopping contribute to a superior customer experience and strengthen market share.
5. **Technology and Innovation:** Embracing technology and innovation to enhance platforms, optimize operations, and stay ahead of the curve helps companies gain a competitive edge and expand market share.
6. **Local Partnerships:** Collaborating with local sellers and businesses expands product offerings, promotes regional products, and supports local communities, fostering a positive brand image and contributing to market share growth.
7. **Social Commerce Integrations:** Leveraging social media platforms to reach a wider audience, engage with customers, and drive sales expands market reach and increases brand visibility, leading to market share gains.
8. **Financial Inclusion Initiatives:** Promoting financial inclusion and partnering with fintech companies to provide easy access to digital payments and financial services for unbanked and underbanked customers expands their customer base and contributes to market share growth.

Evolving Market Landscape

The Indian e-commerce market is constantly evolving, with new trends shaping the landscape. Key trends that may impact market share in the future include:

1. **Rural E-commerce:** Increasing focus on expanding e-commerce reach to rural areas and smaller towns, where internet penetration is growing rapidly, could lead to market share gains for players who effectively tap into this untapped potential.
2. **Voice-based Shopping:** Growing adoption of voice-based shopping, particularly in rural areas and among non-English speakers, could favor players who invest in developing and integrating voice-based shopping capabilities into their platforms.
3. **Social Commerce:** The rise of social commerce, where customers shop directly through social media platforms, could challenge traditional e-commerce players and lead to the emergence of new social commerce leaders.

- 4.Sustainability and Social Responsibility: Increasing emphasis on sustainability and social responsibility could benefit companies that adopt eco-friendly practices, promote ethical sourcing, and support social causes, enhancing their brand reputation and attracting environmentally and socially conscious consumers.
 - 5.Personalized Experiences: Increasing focus on providing personalized shopping experiences, leveraging data analytics and artificial intelligence (AI) to tailor product recommendations, offers, and customer interactions, could give companies a competitive edge and strengthen their market position.
 - 6.Emerging Technologies: Exploration of emerging technologies like virtual reality (VR) and artificial intelligence (AI) to enhance customer experience and revolutionize the e-commerce landscape could lead to the emergence of new players and disrupt the existing market share dynamics.
- As the Indian e-commerce market continues to grow and evolve, the competitive landscape will likely undergo significant shifts. Players that adapt to emerging trends, focus on customer experience, and leverage technology effectively will be well-positioned to gain market share and become leaders in the future of Indian e-commerce.



According to IBEF

Competitor Analysis

Flipkart, a leading e-commerce giant in India, stands tall amidst a competitive landscape. To assess its offerings and services against its competitors, a comprehensive analysis is necessary.

Product Assortment and Pricing

Flipkart boasts a vast product assortment, catering to diverse consumer needs and preferences. From electronics and fashion to home goods, groceries, and digital products, Flipkart offers a wide range of items at competitive prices. It frequently employs discounts, promotions, and cashback offers to attract price-sensitive consumers.

Amazon India, Flipkart's closest competitor, mirrors its product assortment and pricing strategies. Both platforms offer a wide range of products, including exclusives and private labels, at competitive prices.

Reliance JioMart, a rapidly growing player, focuses on providing essential goods and groceries at affordable prices. It also offers a wide range of products, but its focus on value and convenience differentiates it from Flipkart and Amazon.

Logistics and Delivery

Flipkart has invested heavily in its logistics and delivery network, ensuring fast and reliable delivery of orders across India. It offers various delivery options, including regular delivery, express delivery, and scheduled delivery, to cater to customer convenience.

Amazon India and **Reliance JioMart** have also established robust logistics networks to ensure timely and reliable deliveries. Amazon India's Prime membership offers faster delivery speeds and exclusive benefits, while Reliance JioMart leverages its vast retail network for efficient last-mile delivery.

Customer Experience

Flipkart prioritizes customer experience by offering personalized recommendations, seamless payment options, responsive customer service, and innovative features like augmented reality (AR) and voice-based shopping. It also has a dedicated customer support team available 24/7 to address customer queries, resolve issues, and provide assistance.

Amazon India and **Reliance JioMart** also emphasize customer experience. Amazon India's Prime membership offers exclusive benefits and customer support, while Reliance JioMart focuses on providing a simple and convenient shopping experience.

Technology and Innovation

Flipkart embraces technology and innovation to enhance its platform, optimize operations, and stay ahead of the curve. It has invested in data analytics, artificial intelligence (AI), and machine learning (ML) to provide personalized recommendations, improve product search, and enhance fraud detection capabilities.

Amazon India and Reliance JioMart also recognize the importance of technology and innovation. Amazon India leverages its global expertise in technology and logistics, while Reliance JioMart invests in digital technologies to enhance its platform and improve customer experience.



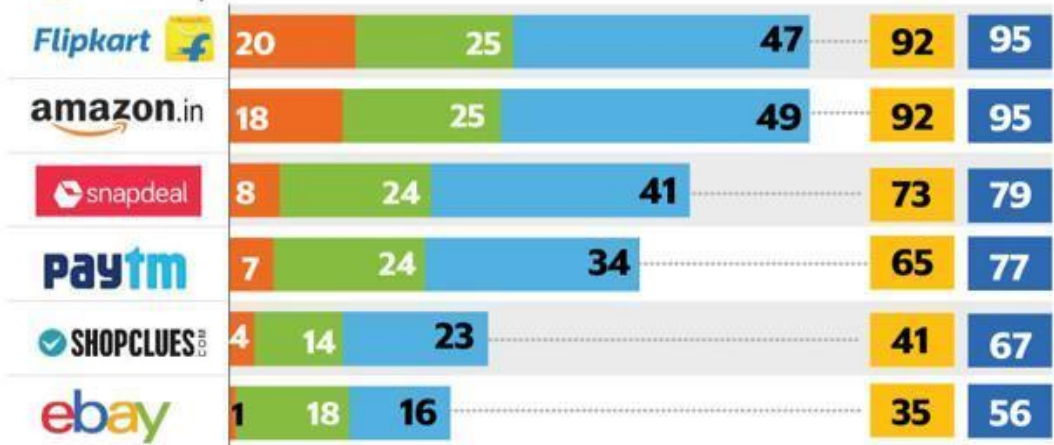
Big Giant Competitors of Flipkart

PREFERRED CHOICE

Flipkart and Amazon were tied with a score of 92 in July-September, compared with a score of 95 in the previous quarter.

■ Most trusted brand
 ■ Best value proposition
 ■ Great experience

Q3 2017
Q2 2017



Note: A difference of <0.5 in scores is declared a tied position
 Source: RedSeer E-tailing Leadership Index

Year 2017 Market share data of Indian E-commerce Players in Chart format

Porter Five Forces – E-commerce



THREAT OF SUBSTITUTES- HIGH

Threat of Substitutes is high as there are a lot of sellers with similar products and services and almost negligible switching costs for customers.



THREAT OF NEW ENTRANTS-HIGH

Threat of New Entrants is high because very little cost is involved in setting up an e-commerce website and starting with the delivery.



BARGAINING POWER OF BUYERS- HIGH

Bargaining Power of Buyers is very high as there are multiple players in the market with similar products and customers switch to those which offer the best price among other factors.



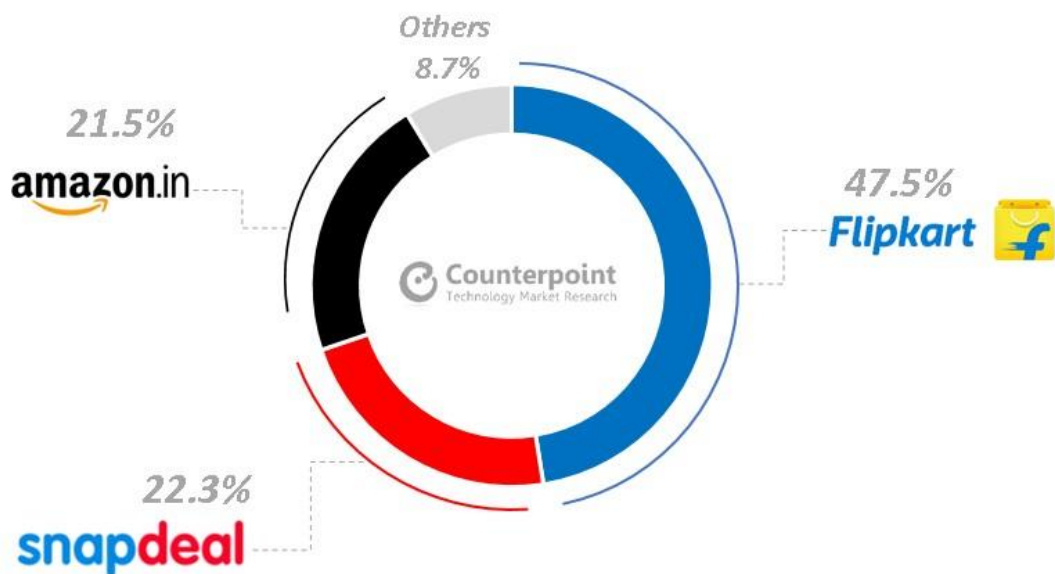
BARGAINING POWER OF SUPPLIERS-LOW

Bargaining Power of Suppliers is low as there are multiple suppliers in the market and as a result e-commerce companies have various options to choose the suppliers from.



COMPETITIVE RIVALRY-HIGH

Competition among major players is very high as there is negligible switching costs for customers. The players continuously compete on the basis of price, quick delivery, discounts, offers, variety, customer service, etc.



2022 Market Share report

Local Partnerships and Social Commerce

Flipkart actively partners with local sellers and businesses to expand its product offerings, promote regional products, and support local communities. It also integrates social commerce features to allow customers to shop directly through social media platforms.

Amazon India and Reliance JioMart have also adopted strategies to promote local businesses and leverage social commerce. Amazon India's 'Local Shops' initiative supports local sellers, while Reliance JioMart has integrated social commerce features into its platform.

Financial Inclusion Initiatives

Flipkart is committed to promoting financial inclusion and partners with fintech companies to provide easy access to digital payments and financial services for unbanked and underbanked customers. It offers various payment options, including cash on delivery, debit and credit cards, mobile wallets, and online payment gateways, to cater to diverse customer preferences.

Amazon India and Reliance JioMart have also taken steps to promote financial inclusion. Amazon India offers various payment options, including cash on delivery and Amazon Pay, while Reliance JioMart has partnered with Jio Payments Bank to provide financial services to its customers.

Conclusion

Flipkart's comprehensive offerings and services, including a wide product assortment, competitive pricing, robust logistics, personalized customer experience, technology adoption, local partnerships, and financial inclusion initiatives, make it a formidable player in the Indian e-commerce market. While competitors such as Amazon India and Reliance JioMart offer similar services and have their own strengths, Flipkart continues to maintain its leadership position through its consistent focus on innovation, customer satisfaction, and expanding its reach.





ADVANTAGE INDIA

GROWING DEMAND

- India's social commerce has the potential to expand to US\$ 16-20 billion in FY25, growing at a CAGR of 55-60%.
- India's e-commerce market is expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026.
- India has gained 125 million online shoppers in the past three years, with another 80 million expected by 2025.
- India's Business-to-Business (B2B) online marketplace would be a US\$ 200 billion opportunity by 2030.



ATTRACTIVE OPPORTUNITIES

- In 2022, the Indian ecommerce market is predicted to increase by 21.5%, reaching US\$ 74.8 billion.
- India's e-commerce market is expected to reach US\$ 350 billion by 2030.
- Indian e-commerce is expected to grow at a compound annual growth rate (CAGR) of 27% to reach US\$ 163 billion by 2026.



POLICY SUPPORT

- 100% FDI is allowed in B2B e-commerce.
- 100% FDI under the automatic route is permitted in the marketplace model of E-commerce.



INCREASING INVESTMENTS

- The recent rise in digital literacy has led to an influx of investment in E-commerce firms, levelling the market for new players to set up their base, while churning out innovative patterns to disrupt old functioning.



Competition Advantage Profile for Indian E-Commerce Market

Customer Profile

Current Customer Profile

Flipkart's current customer base is vast and diverse, spanning various demographics and socioeconomic backgrounds. Key characteristics of Flipkart's current customers include:

- 1.Age: Flipkart's customers range widely in age, with a significant presence in the 18-35 age group, reflecting the growing internet penetration and e-commerce adoption among younger generations.
- 2.Location: Flipkart caters to customers across India, including urban, semi-urban, and rural areas. Its reach extends to even remote corners of the country, demonstrating its ability to serve a diverse customer base.
- 3.Income: Flipkart's customers encompass various income levels, with a significant presence among middle-class and upper-middle-class consumers. Its competitive pricing and wide product assortment attract customers seeking value and convenience.
- 4.Shopping Behavior: Flipkart's customers are increasingly comfortable with online shopping and appreciate the convenience, variety, and deals offered by e-commerce platforms. They are tech-savvy and utilize various devices, including smartphones, tablets, and laptops, to access Flipkart's platform.
- 5.Product Preferences: Flipkart's customers exhibit diverse product preferences, ranging from electronics and fashion to home goods, groceries, and digital products. They seek a wide selection of products at affordable prices.

Potential Customer Profile

Flipkart's potential customer base is vast and untapped, offering significant growth opportunities. Key characteristics of Flipkart's potential customers include:

- 1.Tier II and Tier III Cities: Flipkart has the potential to expand its reach into Tier II and Tier III cities, where internet penetration is growing rapidly. These untapped markets present a significant opportunity for customer acquisition.
- 2.Rural Population: India's vast rural population represents an enormous untapped market for Flipkart. With increasing internet access and smartphone usage in rural areas, Flipkart can expand its reach and serve this underserved segment.
- 3.Women and Senior Citizens: Women and senior citizens are increasingly adopting online shopping, presenting a potential customer segment for Flipkart. Tailored marketing strategies and user-friendly interfaces can attract and retain these customers.
- 4.First-time E-commerce Users: Flipkart can target first-time e-commerce users by providing a seamless and secure shopping experience, building trust and encouraging them to become regular customers.

5. **Price-sensitive Consumers:** Flipkart's competitive pricing and value propositions can attract price-sensitive consumers, especially in rural areas and among lower-income groups.

By understanding both its current and potential customer profiles, Flipkart can tailor its marketing strategies, product offerings, and customer service to effectively reach and serve a broader customer base, driving growth and maintaining its position as a leading e-commerce giant in India.

Buyers

Flipkart's buyers are the individuals who purchase products from the platform. They are a diverse group with varying needs, preferences, and shopping behaviors. Here's a breakdown of Flipkart's buyer profile:

1. **Demographics:** Flipkart's buyers span a wide range of ages, with a significant concentration in the 18-35 age group. They come from diverse socioeconomic backgrounds, with a strong presence in urban, semi-urban, and even Tier II and Tier III cities.

2. **Shopping Habits:** Flipkart's buyers are tech-savvy and increasingly comfortable with online shopping. They appreciate the convenience, variety, and deals offered by e-commerce platforms. They utilize various devices, including smartphones, tablets, and laptops, to access Flipkart's platform.

3. **Product Preferences:** Flipkart's buyers have diverse product preferences, ranging from electronics and fashion to home goods, groceries, and digital products. They seek a wide selection of products at affordable prices.

4. **Price Sensitivity:** Flipkart's buyers are price-conscious and value deals and discounts. They are attracted to Flipkart's competitive pricing and various promotional offers.

5. **Payment Preferences:** Flipkart's buyers use a variety of payment methods, including cash on delivery, debit and credit cards, mobile wallets, and online payment gateways. They appreciate the convenience and flexibility offered by multiple payment options.

Consumers

Flipkart's consumers are the individuals who ultimately use or consume the products purchased from the platform. They may not be the direct buyers but are the end-users of the products. Here's a breakdown of Flipkart's consumer profile:

1. **Demographics:** Flipkart's consumers encompass a broad range of demographics, including children, adults, and senior citizens. They come from diverse backgrounds and represent various lifestyles and interests.

2. **Product Usage:** Flipkart's consumers use the products for various purposes, including personal use, gifting, and household needs. They rely on Flipkart to provide quality products that meet their everyday needs and aspirations.

3. **Brand Perception:** Flipkart's consumers perceive the brand as reliable, trustworthy, and value-oriented. They appreciate the wide selection of products, competitive pricing, and convenient delivery options offered by Flipkart.

4.Loyalty and Advocacy: Flipkart's consumers exhibit varying levels of loyalty and advocacy. Some are regular customers who actively promote Flipkart to their friends and family, while others are occasional buyers who may switch between different platforms.

5.Feedback and Engagement: Flipkart's consumers provide valuable feedback through reviews, ratings, and social media interactions. They engage with the brand and expect Flipkart to address their concerns and improve its offerings.

Influencers

Flipkart's influencers are individuals or groups who have the power to influence the purchasing decisions of others. They play a crucial role in shaping consumer perception and driving brand awareness. Here's a breakdown of Flipkart's influencer landscape:

1.Social Media Influencers: Social media influencers with large followings can significantly impact consumer behavior. Flipkart collaborates with these influencers to promote products, reach a wider audience, and enhance brand credibility.

2.Industry Experts and Bloggers: Industry experts and bloggers with specialized knowledge can influence consumer decisions. Flipkart engages with these individuals to create content, provide product reviews, and establish Flipkart as a trusted source of information.

3.Celebrity Endorsements: Celebrity endorsements can boost brand recognition and influence consumer choices. Flipkart partners with celebrities to promote its brand and products, leveraging their popularity and influence.

4.Customer Reviews and Ratings: Customer reviews and ratings serve as social proof and influence purchasing decisions. Flipkart encourages customers to share their experiences and relies on genuine feedback to build trust and credibility.

5.Community Engagement: Flipkart engages with its community through social media forums, discussion groups, and online events. This engagement fosters loyalty, builds relationships, and allows Flipkart to understand consumer preferences and trends.

Understanding the dynamics between buyers, consumers, and influencers, Flipkart can effectively target its marketing efforts, tailor its product offerings, and enhance its customer service to attract, retain, and satisfy its diverse customer base.

Customer Segmentation (Economic, Passive and Impulsive)

Economic Buyers

Economic buyers are price-conscious consumers who prioritize value and make purchasing decisions based on careful consideration of cost and benefits. They are often budget-minded and seek the best possible deals before making a purchase. Flipkart attracts economic buyers through its competitive pricing, frequent discounts, and value-oriented product offerings. These buyers appreciate Flipkart's ability to provide quality products at affordable prices, catering to their cost-conscious approach to shopping.

Passive Buyers

Passive buyers are less impulsive and prefer to gather information and compare options before making purchasing decisions. They are often research-oriented and seek detailed product information, reviews, and ratings before committing to a purchase. Flipkart caters to passive buyers by providing comprehensive product descriptions, user reviews, and expert opinions. These buyers appreciate Flipkart's commitment to providing transparent information, allowing them to make informed decisions.

Impulsive Buyers

Impulsive buyers are more spontaneous and tend to make purchasing decisions based on immediate gratification or emotional appeal. They are often drawn to attractive product designs, appealing marketing campaigns, and limited-time offers. Flipkart engages impulsive buyers through its visually appealing product listings, social media promotions, and flash sales. These buyers appreciate Flipkart's ability to create excitement and urgency, prompting them to make quick purchasing decisions.

Flipkart's extensive customer base encompasses a diverse range of buying behaviors, reflecting the varied motivations and preferences of its consumers. Understanding these different types of buyers allows Flipkart to tailor its marketing strategies, product offerings, and customer service to effectively reach, engage, and retain customers across the economic, passive, and impulsive buying spectrums.

Catering to the specific needs and preferences of each buyer type, Flipkart can maximize its appeal and maintain its position as a leading e-commerce platform in India.

Factors

- 1. Wide Product Assortment:** Flipkart offers a vast array of products across various categories, catering to diverse customer needs and preferences. This wide selection allows customers to find almost anything they are looking for, making Flipkart a one-stop shop for their shopping needs.
- 2. Competitive Pricing:** Flipkart consistently offers competitive pricing on its products, making it an attractive option for price-conscious consumers. The platform frequently runs discounts, promotions, and cashback offers, further enhancing its value proposition.
- 3. Reliable Delivery:** Flipkart has invested heavily in its logistics and delivery network to ensure fast and reliable delivery of orders across India. This commitment to timely delivery is crucial for customer satisfaction and retaining repeat customers.
- 4. Personalized Recommendations:** Flipkart utilizes data analytics and AI to provide personalized product recommendations to its customers. This tailored approach helps customers discover relevant products they might be interested in, enhancing their shopping experience.
- 5. Seamless Payment Options:** Flipkart offers a variety of payment options, including cash on delivery, debit and credit cards, mobile wallets, and online payment gateways, to cater to diverse customer preferences. This flexibility makes it easy for customers to make payments securely and conveniently.

6. Responsive Customer Service: Flipkart provides responsive customer service through various channels, including email, phone, and live chat. This commitment to customer support helps address customer queries, resolve issues, and maintain a positive brand reputation.

7. Innovative Features: Flipkart continuously innovates and introduces new features to enhance its platform and improve customer experience. Examples include augmented reality (AR) for virtual product try-ons, voice-based shopping for hands-free convenience, and social commerce integrations for seamless shopping through social media platforms.

8. Local Partnerships and Social Commerce: Flipkart actively partners with local sellers and businesses to expand its product offerings, promote regional products, and support local communities. This commitment to local empowerment resonates with customers and fosters brand loyalty.

9. Financial Inclusion Initiatives: Flipkart promotes financial inclusion by partnering with fintech companies to provide easy access to digital payments and financial services for unbanked and underbanked customers. This initiative expands Flipkart's reach and caters to a broader customer base.

10. Brand Reputation and Trust: Flipkart has established a strong brand reputation and is trusted by millions of customers across India. This trust and loyalty are valuable assets that influence customer behavior and encourage repeat purchases.

By consistently focusing on these factors, Flipkart has successfully influenced customer behavior and maintained its position as a leading e-commerce platform in India. The company's ability to adapt to evolving customer needs and preferences will be crucial for its continued success in the dynamic Indian e-commerce market.

Top-Selling Products on Flipkart

1. Electronics: Electronics consistently rank among the top-selling categories on Flipkart. Smartphones, laptops, tablets, smart TVs, and other electronic gadgets are highly sought-after products, driven by India's growing tech-savvy population and increasing internet penetration.

2. Fashion: Fashion is another major category that drives sales on Flipkart. Clothing, footwear, accessories, and fashion apparel for men, women, and children are widely purchased items. Flipkart's focus on trendy and stylish offerings caters to the fashion-conscious consumers in India.

3. Home and Kitchen Essentials: Home and kitchen essentials are indispensable items that contribute significantly to Flipkart's sales. Household appliances, kitchenware, furniture, décor items, and home improvement products are in high demand, reflecting the growing emphasis on home comfort and lifestyle enhancements.

4. Personal Care and Beauty Products: Personal care and beauty products have witnessed a surge in popularity on Flipkart. Skincare products, cosmetics, hair care products, and fragrances are among the most purchased items in this category, indicating the growing awareness of personal grooming and self-care among Indian consumers.

5. Groceries and Staples: Flipkart's grocery and staples section has gained traction, offering convenience and variety to shoppers. Rice, dal, oil, spices, packaged foods, and beverages are frequently purchased items, highlighting the growing preference for online grocery shopping.

6. Digital Products: Digital products, including mobile recharges, bill payments, and subscription services, are increasingly popular on Flipkart. The convenience of online payments and the availability of exclusive deals drive sales in this category.

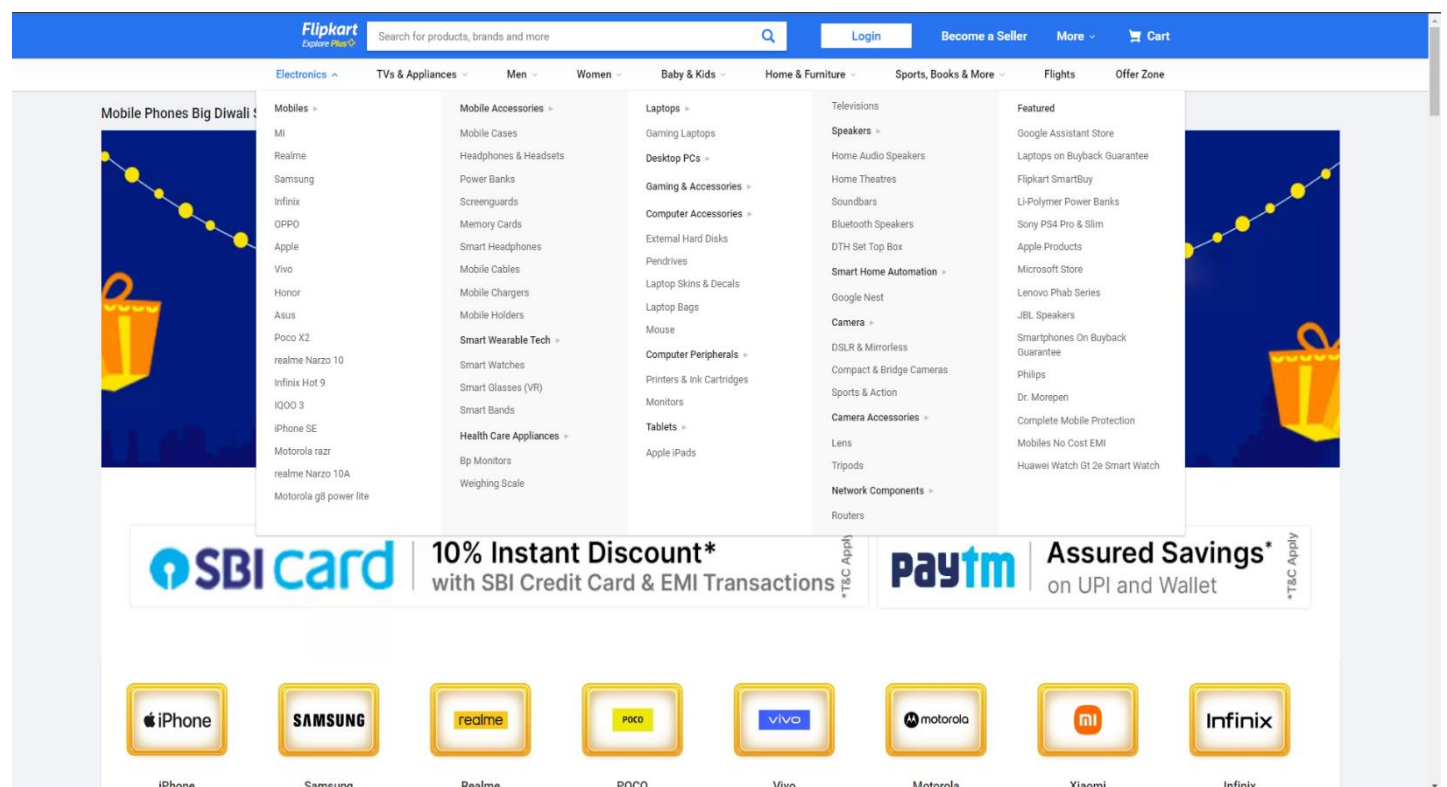
7. Toys and Baby Care: Toys and baby care products are essential for families with young children. Toys, games, baby clothes, diapers, and feeding accessories are frequently purchased items on Flipkart, reflecting the growing demand for quality and convenience in this segment.


8. Books and Stationery: Books and stationery items remain in demand on Flipkart. Academic books, novels, stationery supplies, and art materials are popular choices among students and professionals.

9. Health and Wellness Products: Health and wellness products have gained prominence on Flipkart. Nutritional supplements, health foods, fitness equipment, and personal hygiene products are frequently purchased items, indicating the growing focus on health and well-being among Indian consumers.

10. Sports and Fitness Equipment: Sports and fitness equipment are in demand as people become more health-conscious. Gyming equipment, sports apparel, fitness accessories, and outdoor gear are popular choices on Flipkart, reflecting the growing trend of active lifestyles.

These top-selling products represent a diverse range of categories, demonstrating Flipkart's ability to cater to the varied needs and preferences of its vast customer base. By continuously expanding its product offerings, introducing innovative features, and providing a seamless shopping experience, Flipkart is well-positioned to maintain its leadership in the Indian e-commerce market.



Category	Percentage Share
Electronics	35%
Fashion	25%
Home and Kitchen Essentials	15%
Personal Care and Beauty Products	10%
Groceries and Staples	5%
Digital Products	3%
Toys and Baby Care	2%
Books and Stationery	2%
Health and Wellness Products	2%
Sports and Fitness Equipment	1%
 Export to Sheets	

Percentage wise representation

Note: These percentages are estimates and may vary depending on various factors, such as seasonal trends, promotional offers, and emerging consumer preferences.

The Job At A Glance

The job that I was offered at Flipkart (eKart) was as management trainee, where I got the position of intern as a **Senior Executive** in Warehouse and Logistics Management. It was a 45 days program. In warehouse management, all the members had to work almost whole the week and sometimes 24/7 as e-commerce is the most interactive and challenging platform now-a-days. It was a great experience of mine where I got the chance to understand background work of order being placed to order reach to the customer as an employee. Like the team members, I also had to work 6 days and a day was week-off.

Duties and responsibility

After spending 2-2 days in every department i.e inbound, outbound, Mother-hub, LH and Return center, **my OJT was decided in FC's (Fulfilment Centre) Outbound department.** Where the job of this department is to Process the order i.e being given by a customer and this process done through 3 steps

- Assigning the placed order of the customer to the Packer's of the inventory, which is done by a DEO (Data Entry Operator).
- Then it's the job of the Packer to get the order as per it's location like **PEAK-ZONE FOLLOWED BY STORE ZONE FOLLOWED BY AISLES AND FOLLOWED BY BEAN NUMBER.**
- Finally When all this Process is over it will come to the Packing table, where it's being hand over to the packer to pack it.



Product location barcode



Packing Table



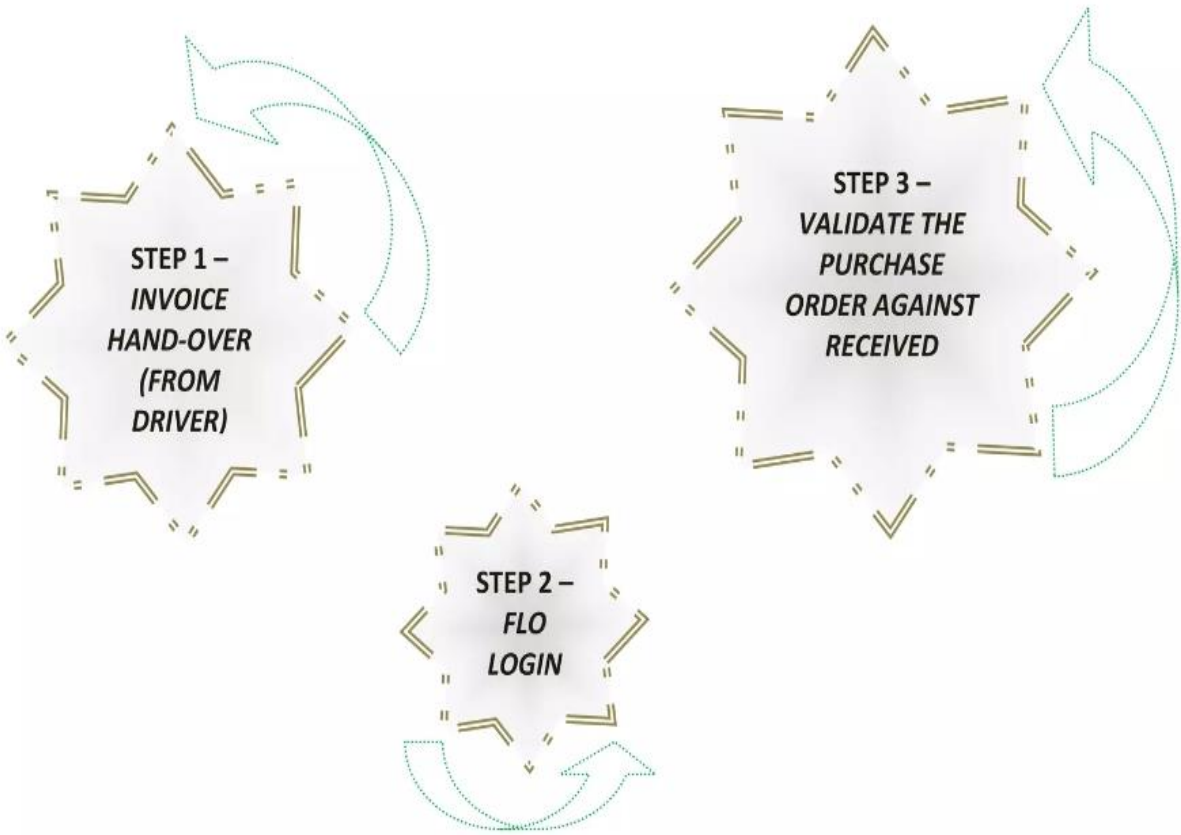
A Packer



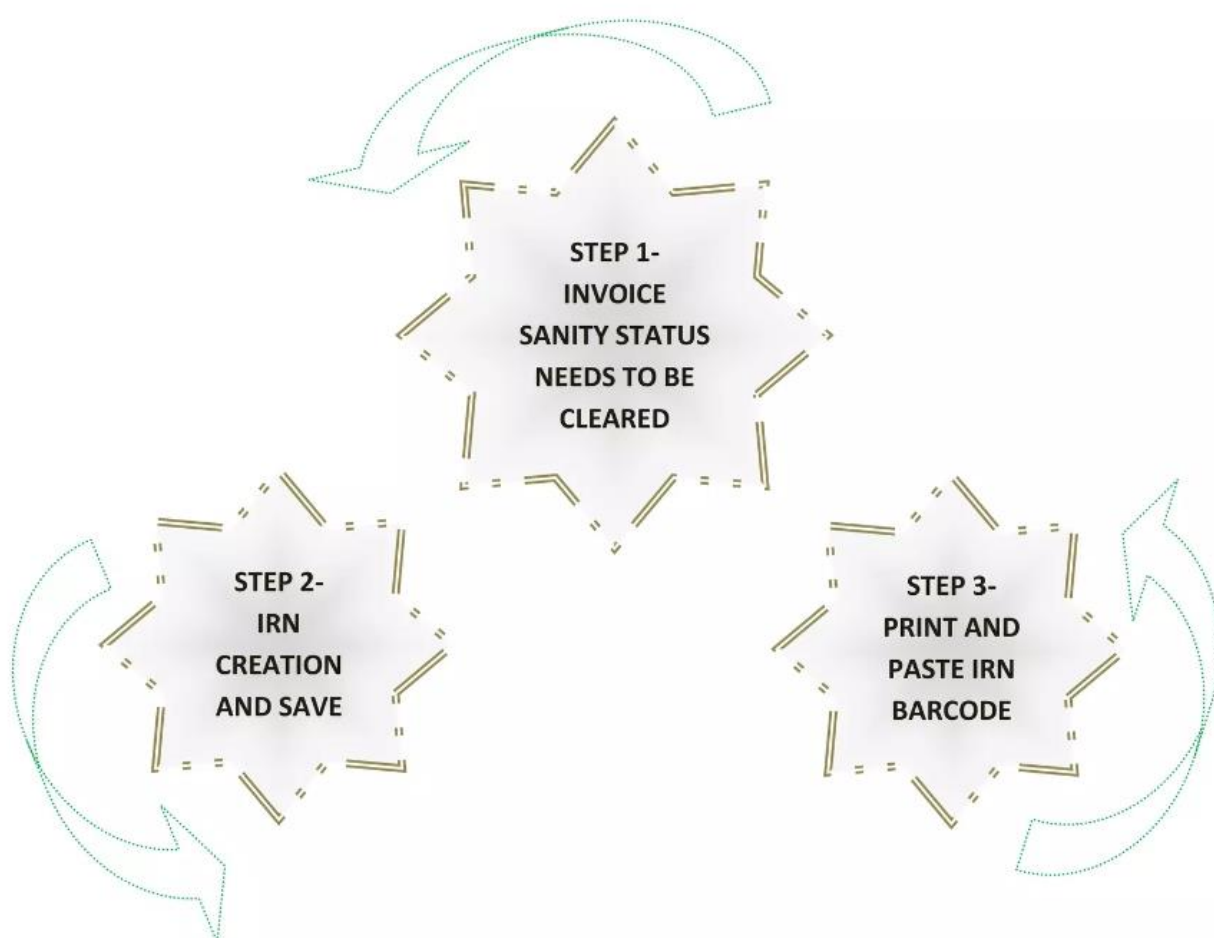
Dispenser

Process for Inbound

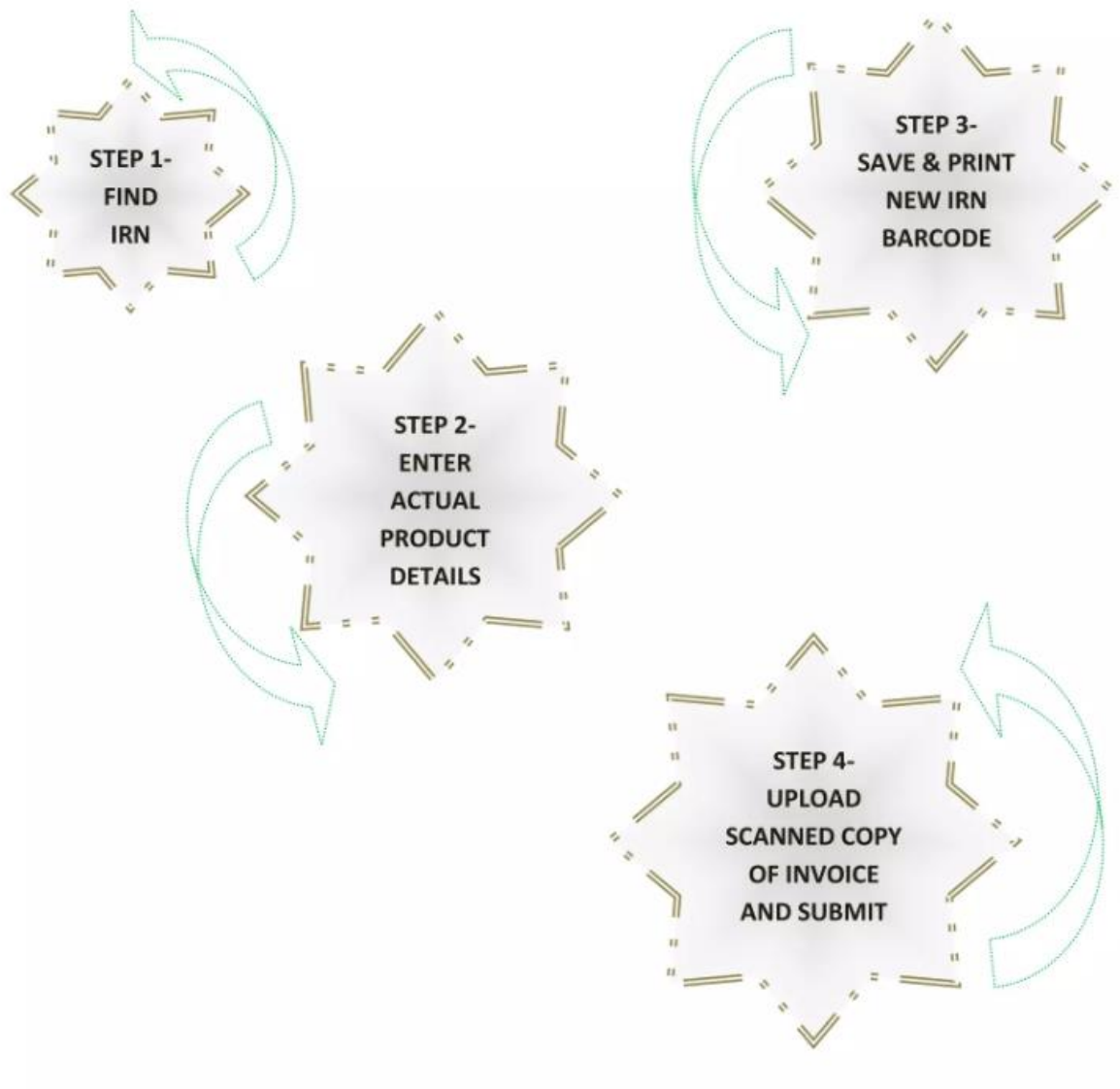
Invoice Sanity Check



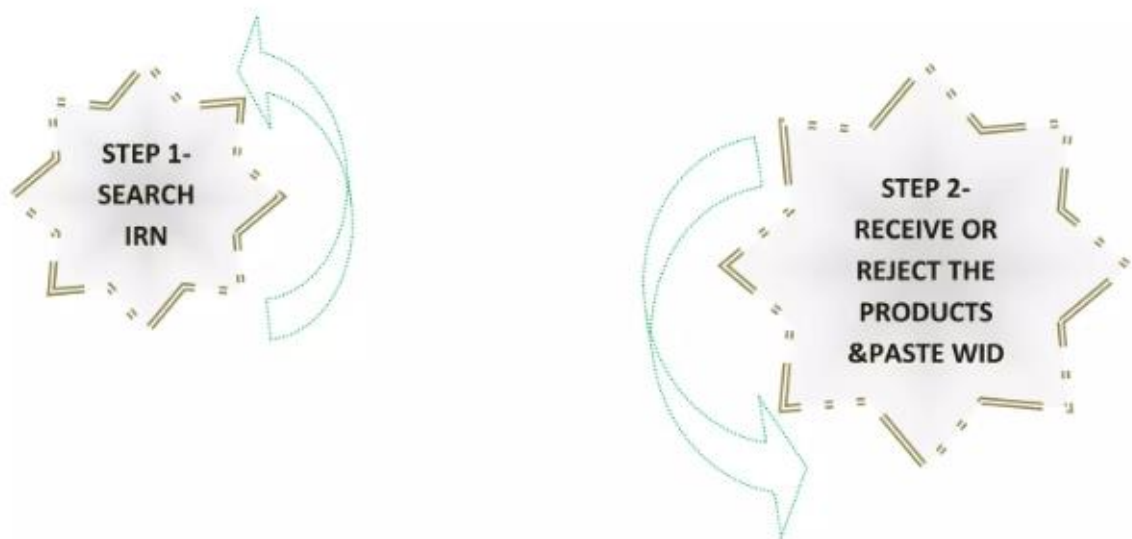
IRN Creation



IRN Submission



Receiving



MANUAL PUTLIST CREATION AND PUT-AWAY



Inventory Process

There are 3 ways used in Inventory: -

1. GTL
2. B2L
3. Stock Take

GTL :- It is a lengthy process. It is used for small quantity of products.

❖ ADVANTAGE:

- For space optimization.
- It is used while consolidation (gathering) of product.
- It helps the picker to locate product easily while picking up the product.
- FIFO i.e. First in first out.

B2L:- It is used when demands came. It is process required to transfer/replenishment (refill) the reserved inventory from B2L location.

Stock Take:- When we do counting shipment/product & then match it on physical V/s virtual.

There are 3 ways of S.T.

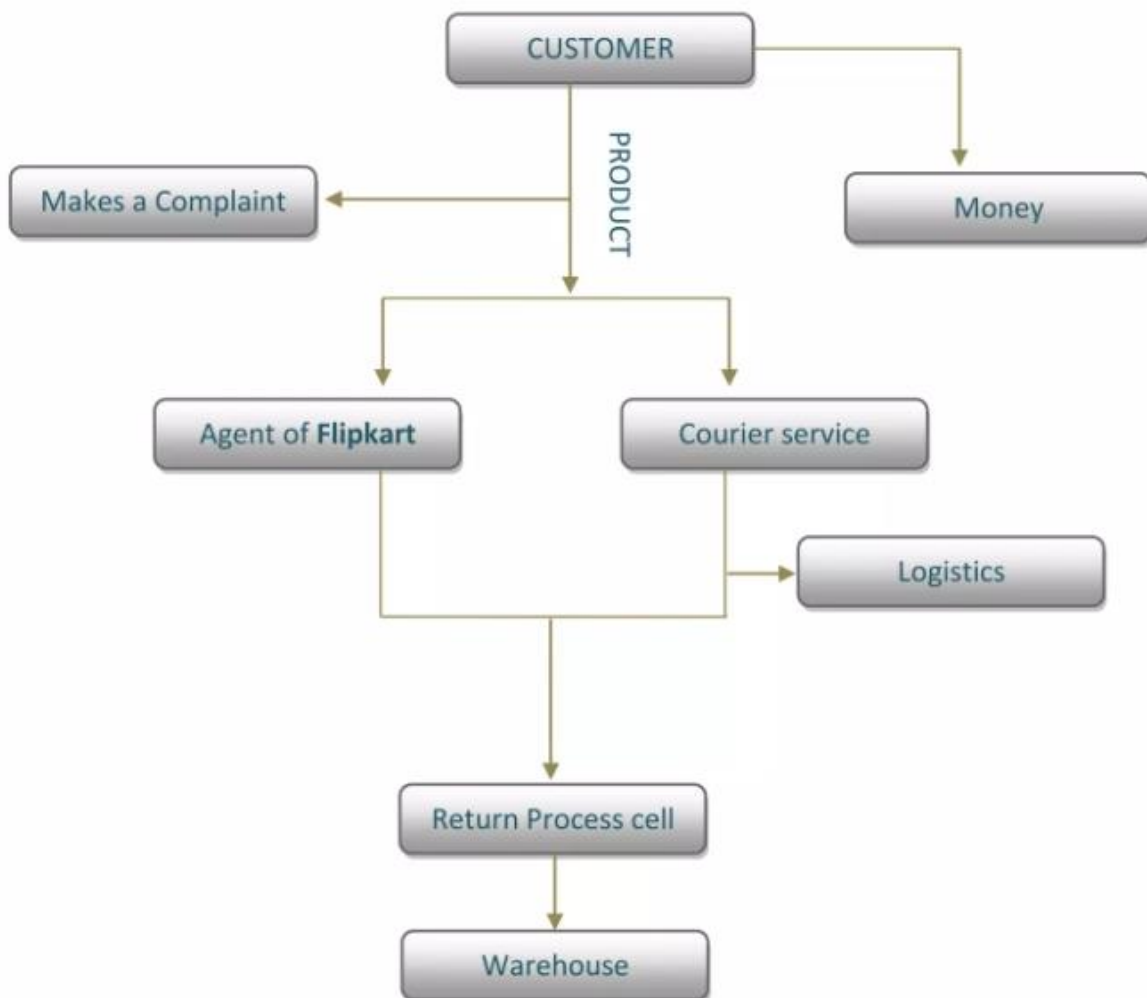
- Product based
- Location based
- Product/location based.

Return Process/Centre

In Return there are three types of return

- RTO
- RVP
- PREXO (Product Exchange Offer)

REVERSE SUPPLY CHAIN



Challenges Faced and Learning

If i talk about the challenges that I faced during my work is as follows

- Constantly Being Motivated in bad situation also
- Politics in various things
- Working for 10 to 11hours
- Understanding the Most complicated software of Flipkart

If I talked about the learnings it's so much because this type of environment is completely new for me. So it taught me various things but the most important are as follows

- Importance of productivity
- Capability of pressure handling
- Important of performance to meet Dead line
- Importance of Dead line
- Importance of making strategy

In case of Managerial level

- How to keep your employee's motivated
- Team meeting importance
- Capability of understanding employee need
- Team making according to the Capabilities

Finding's and Solution's

1. Problem Statement –

☐ The products are dusty; Products are not properly taken care by Inventory team.

Even a small shopkeeper maintains cleanliness of his products, so it's mandatory to maintain cleanliness of products.

Immediate Effect –

☐ It has an immediate effect on the process of picking and packing, It makes the process slow.

Long-term Effect –

☐ Customer are not going to be happy if they find any kind of dust or damage on the product they deliver.

☐ The customer satisfaction index will be directly affected by this. The efficiency

of packing and picking rate will be decrease by this which will directly affect the whole logistic chain.

Solution –

☐ Time to time taking care of products can be the solution for this or we can assign a person per pick zone to clean the dust from the product, which will be done in daily basis.



2. Problem Statement-

□ There are many types of paper bag and cardboards in a packing table but when one of these set is finished then the packer has to go and bring that by himself which is a time taking process.

Immediate Effect-

□ It directly affects the efficiency of the packer because the time wasted by him to get the cardboard or paper bag is been wasted.

Long-term Effect-

□ In long term we can see that it directly affects the efficiency of the whole fulfilment center.

Solution-

□ If in the software there is a section for the cardboard and paper bags and packer can order through the software and immediately someone can give him the required cardboard then it will be time saving.

Enter Casper ID- 2848817

Work Station- 10A or 10B

Required Cardboard/ paper bags-

D1-6

D5-6

PB3.5-20

Enter

3. Problem Statement-

- It has been observed that the products which have been returned by customer are damaged or different from the original product.

Immediate Effect-

- Customer gets the amount of money he spent to buy the product but is a direct loss to the company.

Long-term Effect-

- In long term we will find that is a huge amount of lose that the company have to suffer.

Solution-

- When the product is being delivered by the delivery boy at that time the photo of product and description about the product should be uploaded by the delivery guy in the company Data base so that at time of return, we can match the photo and description of the product if the product matches with it then its eligible for return otherwise the request of return will be cancelled. And the photo and description should be in company database for 7 days as the return policy is for



4. Problem Statement-

- ☐ Gaps between two rows of a pick zone is very less so it is very difficult for two pickers to pick in same line.

Immediate Effect-

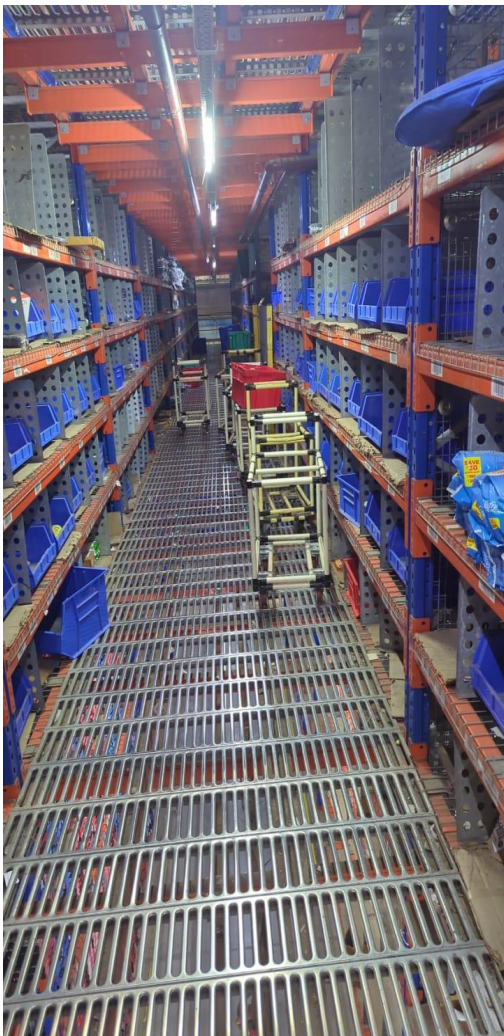
- ☐ Its very time taking as two people can't work simultaneously.

Long-term Effect-

- ☐ During the time of BBD, When Manpower increases it will decrease there efficiency.

Solution-

- ☐ The structure of the pick zone needs to renovate so that it will be easy for the pickers to work simultaneously.



5. Problem Statement-

- ☐ Sometimes when there are more products than picker uses two totes, but when the totes are shipped by the water-spider it is very common that two totes are shipped to two different packers.

Immediate Effect-

- ☐ As a result, half of the products are not packed till the cut off time.

Long-term Effect-

- ☐ System breach

Solution-

- ☐ We should provide some cable ties to the packers at the beginning of their picking so that then can tie two totes together so it will be easy to know that the products in these two totes are in one shipment.



6. Problem Statement-

- The arrangement of packing table is not good like the monitor is not in the right place for a packer and there is not enough place for putting all type of cardboards and paper bags.

Immediate Effect-

- Packers are facing many problems during the packing of products which is directly affecting their efficiency.

Long-term Effect-

- It not only affects one or two packers, it affects all the packers so it has a direct impact on their efficiency, which is a huge lose to the company.

Solution-

- The packing table needs redesigning like the monitor should be on the top of the table not in a side in stayed of this the monitor should be on eye label so that there will be more space for printer and cardboards



7. Problem Statement-

- At the time of packing, it has been observed that the packing of fragile products is not been done properly. Some packers are not putting layers in the fragile products and those who are giving layers over the product they are not doing that properly.

Immediate Effect-

- The product may be damaged and the customer may get damaged product.

Long-term Effect-

- If the customer will receive broken or damaged product then the brand image will be bad as customer is not satisfied with the product.

Solution-

- The instructions should be strictly given by the in-charge regarding this particular problem.



8. Problem Statement-

- ☐ Inconvenience in distribution of tote by water spider.

Immediate Effect-

- ☐ The packer who is efficient at packing of one product doesn't get it instead of that they are getting other products due to biasness of spiders, which decrease their productivity.

Long-term Effect-

- ☐ It will decrease their IPP(Item Per Person) Count for which their motivation level decreases and company will lose efficient employees.

Solution-

- ☐ Company Can setup conveyor belt to each workstation and one or two spider will direct the tote according to product wise in the belt. Which doesn't need much manpower and increase company productivity.



9. Problem Statement-

- ❑ Packers are not maintaining 5s (sort, set, shine, standardize and sustain) in workstations.

Immediate Effect-

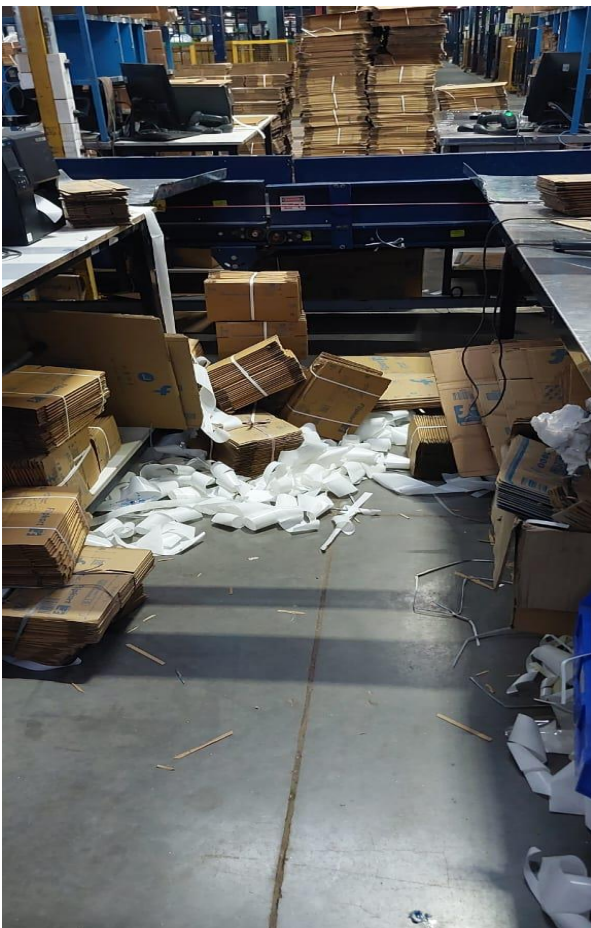
- ❑ If one packer dose not maintain 5S in work station then it will be difficult the person who is coming in next shift because the person has to waste sometime in order to set the work station in order.

Long-term Effect-

- ❑ If the person waste time to set the work station, then there is a possibility of not completing the work before the first cutoff time which is a direct lose to the company.

Solution-

- ❑ It is the responsibility of the in-charge to check 5S of each work station time to time and instruct the packers to do 5S at the time of lunch or dinner.



10. Problem Statement-

- IPP (Items Per Person) is now shown in the monitor which is a disadvantage for the company because if items per person picked or packed is known by the employee then the employee will try to increase his performance.

Solution-

- IPP (Items Per Person) should be shown in the monitor so that it will be great for the pickers and packers to know how much items are picked or packed by him in a particular day.



Suggestions

- A bag id should be created at the return department just like tote id in packing department which will be helpful to know which returned product is going to which employee so that there will be zero chance of missing product.
- It has been observed that there is lack of team work in Return Centre department as well as inventory department. The new employees are not happy with the behaviour of old employees and some of the employees are not happy with the behaviour of their in-charge. So, its required to take steps regarding this matter because employee satisfaction is directly proportional to company success.
- Assigning and reassigning of picklist is not done properly, it has been observed that some of the pickers gets very less amount of assign where as others get more. That should be taken care to avoid conflict between pickers.
- The hourly picking and packing record of pickers and packers are maintained in an excel sheet by one employee of IRT department which is a very good initiative to create competitiveness among employees but if we add the hourly picking and packing rate in the software so that each employee can know their performance immediately then their competitiveness will increase and they will try to perform better and better.
- In my working period I observed a frequent problem in each and every department that is the server problem, sometimes the server slows down and the whole process stopped immediately specially in packing table when the server is down the IBL for the shipment is not created. So, if IT department can solve the issue of the server then the work will continue in an easy flow.

CONCLUSION

The universe everyday is witnessing unimaginable growth in majority of the industries. The warehouse, logistics and freight (Hire charges & rental) industry is one such industry that rapidly growing. The organization has enormous opportunities to grow beyond the expectations. Overall **Flipkart** is a successful E.Com firm running with profits and changing itself with the trends. The organization now has the value of being an ultimate service for freight, transportation, warehousing, docking and value as per customer needs. The present scenario and the future of the organization with regard to the management are satisfactory. The supply chain of **Flipkart** has been described in this paper with light of most of the concepts. This internship reports explains the main activities carried out in the **Flipkart**. Concerning the objectives that had been proposed for the internship theme, some of them were fully achieved. One of the objectives of the internship was to develop the key performance indicators for the warehouse/logistic operator. It was interesting to notice the optimizer during the internship that it covered broad aspects of the warehousing/transportation problems, namely; crew scheduling, vehicle scheduling, inventory management, docking and so on. Through this objective, it was noticed that how **Flipkart** prioritized the client/customer satisfaction or classification in terms of the business volume. However, there are some areas where the company is not at the top-most position but it can gear up in the near future and is committed to acquire that spot.

BIBLIOGRAPHY

PRIMARY DATA: - Primary data are those which are collected a fresh and for the first time.

Primary data was collected through:-

- Personal Observation
- And through practical work.

SECONDARY DATA: -Half of the data used for the study is secondary in nature and has been collected from the company and from the records of **FLIPKART(Ekart)**.

Secondary data was collected through: -

- **FLIPKART** website
- News
- **FLIPKART** Stories
- And other websites.