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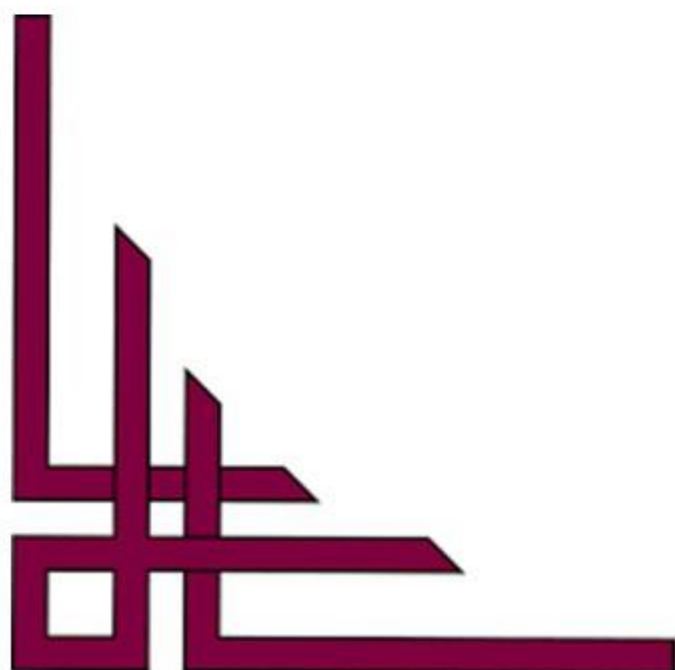
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Flipkart

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FACULTY GUIDE

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A

PROJECT REPORT

ON

A STUDY ON CUSTOMER EXPECTATION FROM ON-LINE MARKETING WITH REFERENCE TO

BY

RACHANA MISHRA

Registration No- 2006258154

UNDER THE GUIDANCE OF

ASST. PROF MANOJ KUMAR ROUT

SUBMITTED TO

BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT

YEAR 2020 TO 2022

CERTIFICATE

This is to certify that **Miss. RACHANA MISHRA**, pursuing MBA 2020 from **BIITM**, Bhubaneswar bearing Regd.No.2006258154 has successfully completed his dissertation report on **"A study on Customer Expectation from On-line Marketing with Reference to Flipkart.com."** under my guidance for partial fulfillment of his **Master's in Business Administration** for the session **(2020-2022).**

Place: Bhubaneswar

Date:

ER.MANOJ KUMAR ROUT

Assistant Professor (QT-cum-OM)

DECLARATION

This is to certify that Research study entitled **"A STUDY ON CUSTOMER EXPECTATION FROM ON-LINE MARKETING WITH REFERENCE TO FLIPKART.COM."** is prepared by **Miss. RACHANA MISHRA** under guidance and supervision of **ASST. PROF. MANOJ KUMAR ROUT** during Academic session of 2020-2022 as a partial fulfillment of M.B.A from **BIJU PATTNAIK UNIVERSITY OF TECHNOLOGY** Bhubaneswar, Odisha.

PLACE- Bhubaneswar

DATE –   **RACHANA MISHRA**

Flipkart

LAUNCHPAD
Internship Program

CERTIFICATE
of Internship Completion

This certificate is awarded to

Rachana Mishra

_____

for successful completion of the 45 days Launchpad Internship Program
at Flipkart's Supply Chain Facility during **Sep - Oct** 2021.

Zoya Saif	**Aasish Kumar Topno**	**Shahnawaz Khan**
Director, Arcos	Director-HRBP, FC/MH	Director-L&D, eKart

ARCOS

ACKNOWLEGEMENT

I take this opportunity to express my sincere gratitude to the following personalities without whose help and guidance the successful completion of my project work would have been remained a dream.

I would like to take the pleasure of this opportunity to express my heartfelt gratitude to my guide Mr. MANOJ KUMAR ROUT, (Assistant Professor, Operation), who took personal interest and gave valuable suggestions throughout my field work and completionof the project.

I thank all my faculty members of MBA department for their valuable suggestions throughout my course.

The importance of the moral support and good wishes of my parents and friends is external and I am very much indebted to them.

Finally I thank all my friends who directly or indirectly helped me a lot during my project.

EXECUTIVE SUMMARY

The project was done at Flipkart, West Bengal with the special focus on "Customer expectation". **This project is about the Customer Expectation from On-Line marketing.** The company's strategy including its competitors and Internet marketing will be analyzed.

 The focus throughout the study is on understanding the market from various perspectives. Various dimensions have been mentioned in this project regarding effectiveness of internet marketing.

 Flipkart is an ideal company for analysis because of its unique and innovative approach to business. The business model of the company is indeed one of its kinds in the Internet market segment and this study analyses the market.

 As Flipkart various products and sellers, it's a huge task to set different strategies for different products for different sellers during different time periods.

The study is divided into separate parts with the first introduction about industry and company and the rest of the part is concerned with the study on effectiveness of marketing techniques followed by the online shopping mart and concluded that the use of these marketing techniques by Flipkart.com has made the online shopping process very simple and has attracted many new customers.

CHAPTER-1

INDUSTRY-ANALYSIS

<u>OVER VIEW ABOUT E-COMMERCE</u>

Full form of E-commerce is electronic commerce. In its simplest form, electronic commerce means that business transactions are being handled electronically.
In a more elaborate definition of concept there is a game of one upmanship to see who can create the quickest, highest quality and the most exiting venture of conduction business. In fact major growth in electronic commerce is and will be in business to business electronic process.
There are many E-commerce sites which are the medium of communication to perform the business. These websites are called custom developed software. These sites of software are dived into three parts-storefront, the manager, and logistics.
 The storefront what is a visitor to the sites gets to see. Logistics deals with consolidating the individual orders, tracking delivery and so on. The manager mangers the whole package including MIS. Orders placed during the day get consolidated at one place-the logistics module of the software. This is currently processed two to three times a day. Orders get consolidated according to vendor or distributor from whom the material is picked up. Logistic operator, who picks up the ordered items in buck form the respective vendor's godowns, also receives the order statement along with the packing list for individual orders. He then breaks the lot up and makes packages according to each individual order. Blue dart picks up the packages each day at 8 p.m. for delivery.

There are four functions of E-commerce.
They are:

 • Communication

 • Process Management

 • Service Management

 • Transaction Capabilities

The communication function is basically the delivery of information and or documents to facilitate business transaction. Email is an example. The process management includes process improvement functions, which covers the automation and improvement of business processes networking two computers together so that they could share and transfer data rather than have a person to take data from one machine to another.

Service management is the application of technology to improve the quality of service federal express website is an example of service management. It permits customers to track shipments and schedule pick-ups 24 hours a day world-wide without having to talk to a customer service representative. There are three types of E-commerce.

They are inter-organizational intra-organizational and retail. Inter-organization electronics commerce is between different business entities. It could be on the Ethernet or an extranet which just lets a selected few participate intra organizational electronic commerce occurs within a business entity.

The goal is to link the constituents together and increase the flow of information within the organization. Retail electronic commerce as the name implies, is directed at the consumer. It can be used for any business to consumer interaction.

Electronic commerce, commonly known as ecommerce, is a type of industry where buying and selling of product or service is conducted over electronic systems such as the Internet and other computer networks. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices social media, and telephones as well. Electronic commerce is generally considered to be the sales aspect of e-business.

It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions.

ONLINE MARKETING

Online marketing or internet marketing also known as e-marketing, is referred to as the marketing (generally promotion) of products or services over the Internet. It is not a very new concept, yet it is rapidly expanding and fundamentally important aspect of strategic implementation. Indeed in many organizations, it may be regarded as a functional aspect of marketing strategy and certainly of the business model. Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing. Internet marketing ties together the creative and technical aspects of the Internet, including design, development, advertising and sales.

Online marketing processes include not only e-marketing and sales, but supply chain and channel management, manufacturing and inventory control, financial operations and employee's workflow procedures across an entire organization. Essentially e-business technologies empower customers, employees, suppliers, distributors, vendors, and partners by providing them with powerful tools for information management and communications. Online marketing or e-marketing is always confused with e-commerce.

Any business marketing using online media is known as e-marketing, while on the other spectrum, the financial transaction involved with the electronic process using internet technologies, is called as e-commerce. Customer satisfaction is the most important aspect of business development through e-marketing. There are certain online marketing tips that can truly enhance the worth of business. The website needs to show complete contact information, this will help customers to rely on the company that if something goes wrong, someone will be there to listen to them. Impressive profile of products or services search engines is great idea of marketing business through online sources. Data warehousing to map customer needs that is FAQ`s, auto replies, built in call back facility and queries recording is also essential in this regard. Customer relationship management CRM needs to be focused separately. E-branding, that is, to make your site attractive through animations and slide shows inclusion.

provide benefits to a home business operator. Since most home-based businesses don't have a physical location, a website provides an inexpensive means for prospects to get to know what you do or what you sell and can even be a storefront for selling goods and services directly.

Scope of Online Marketing in India

Although India is quite advanced in Computer Software, IT, Communication and Web Designing fields it still lags behind in Online Marketing field. India usually is slow initially in any field for that matter, but becomes enthusiastically emergent when competition hoots up and the field becomes well known.

Due to lack of awareness in the field of Online marketing many IT and computer software professionals have not participated in this rich rewarding field. Of late some Universities have started ecommerce and web designing/web promotion courses as professional courses. Online Marketing is fast catching the interest and fancy of Indian studying youth.

There are so many big business and industrial institutions in India without any significant or no online presence. Now many business houses have started realizing the importance of online marketing through websites or blogs. Even educational institutions have started advertising by online means. Additionally professional institutions have started to enhance their online presence without which they have to succumb to new young entrepreneurs who will do their business through online resources.

The scope of Online Marketing in India is tremendous as there is a huge market for any field or segment by the sheer magnitude of population in this country. In any field there is no substitute to learning and Online Marketing is not an exception. There are very few credible coaches in online marketing. India needs an Online Marketing University which teaches Affiliate marketing with step by step tutorials. It must also give university level Accreditation Courses in PPC (pay per click) and Article Marketing the two main tools of Online Marketing. With the tools and resources review offered on the website link below, Indian youth particularly IT and Computer professionals can possibly explore the possibility of starting an online marketing business career. Also Indian professionals or businessmen can learn Online Marketing techniques to increase the online presence of their business/industry.

P'S OF INTERNET MARKETING

The four P's - Product, Price, Place and Promotion have long been associated with marketing, but things have changed on the Internet. So along with a change in the nature of the four P's there are three new P's which are relevant to the internet marketer: Presentation, Processes and Personalization.

1. Product: -

Product on the Internet usually changes form online, and the user experiences it electronically, in the form of text, images and multimedia. Physical goods are usually presented in the form of a detailed online catalogue that the customer can browse through. Technology allows the user to virtually touch and feel the product on the Internet - rotate it, zoom in or zoom out and even visualize the product in different configurations and combination. Content and software are two avatars of digitized products that can be even distributed over the Internet. On the Internet, E-marketing will be based more on the product qualities rather than on the price. Every company will be able to bring down the cost of its products and hence competition will not be on price. It will rather be on the uniqueness of the product. To be able to attract the customers and retain them, the company will have to provide nouvelle and distinct products that forces the net users to purchase and come back for more.

2. Price: -

Price has been drastically changed over the Internet. It lets the buyer decides the price. Also it gives the buyers information about multiple sellers selling the same product. It leads to best possible deal for the buyers in terms of price. Pricing is dynamic over the Internet.

3. Place: -

Place revolves around setting up of a marketing channel to reach the customer. Internet serves as a direct marketing channel that allows the producer to reach the customer directly. The elimination of the intermediate channel allows the producer to pass the reduced distribution cost to the customer in the form of discounts.

CHAPTER-2

COMPANY-ANALYSIS

PROFILE OF THE COMPANY

Flipkart.com Introduction

Flipkart.com is among India's largest online retailers. It is an e-commerce company headquartered in Bangalore, Karnataka, India established in 5th September 2007 by SachinBansal and BinnyBansal. Flipkart.com started as an online bookstore, but has since diversified into media, consumer electronics, computers, healthcare and home appliances. Flipkart.com went live in 2007 with the objective of making books easily available to anyone who had internet access. With over 11.5 million book titles listed, 11 different categories, more than 2 million registered users and sale of 30000 items a day, Flipkart.com is one of the leading e-commerce players in the country. It offers path-breaking services like Cash on Delivery, a 30day replacement policy, EMI options, free shipping, Electronic wallet and 24x7 customer services.

Flipkart.com has acquired social book discovery tool We Read from Lulu, a US-based on-demand publishing firm in December 2010. Launched by Bangalore-based startup Ugenie, We Read is a social book discovery engine that enables users to recommend and discover books, search for authors, rate and review books as well as share and network with other book lovers. Ugenie received $5 million in funding from Blue Run Ventures and Sierra Ventures in 2006 and was acquired by Lulu in August 2008. We Read's widget is available on Facebook, Orkut, Yahoo, MySpace and Hi5. It has registered 3 million readers and has 60 million books listed and users can also read some books online via We Reader. The We Read acquisition will give Flipkart.com a social recommendation platform for buyers to make informed decisions based on recommendations from people within their social network.

Flipkart.com announced its acquisition of digital media distribution firm, MIME360 (Manoramic International Media Exchange) in October 2011. With this acquisition, Flipkart.com will be able to utilize the advanced infrastructure of MIME360 for providing access to a large selection of downloadable digital content which it will soon introduce. MIME360 was incubated at the Wharton Business School's Venture Initiation Program (VIP) by Sameer Nigam in 2008. In early 2009 Rahul Chari and Burzin Engineer joined as co-founders to incorporate MIME360. The unique distribution model brings together content owners and publishers on a common platform, enabling them to expand their market globally. The company works at addressing issues associated with scale, security and transparency that limit global distribution of digital media & entertainment content. At present, MIME360 has tie-ups with 50 content owners and 10 content publishers and currently has operations in Mumbai, India and Delaware, USA. Post the acquisition, the MIME360 distribution platform will stay totally independent and continue to service publisher clientele like Gaana.com, Saregama.com and In.com.

Flipkart.com acquired Chakpak.com's digital catalogue in November 2011. Chakpak is an online community for Indian entertainment and Flipkart.com now has complete access to this content. Nitin Rajput, one of the founders of Chakpak has joined the Flipkart.com team, however, according to sources; Chakpak's other founder Gaurav Singh Kushwaha has left the company to work on a new venture. Chakpak's digital catalogue includes 40,000 filmographies, 10,000 movies and close to 50,000 ratings. Flipkart.com has acquired only the digital catalogue and not the website of Chakpak.com.
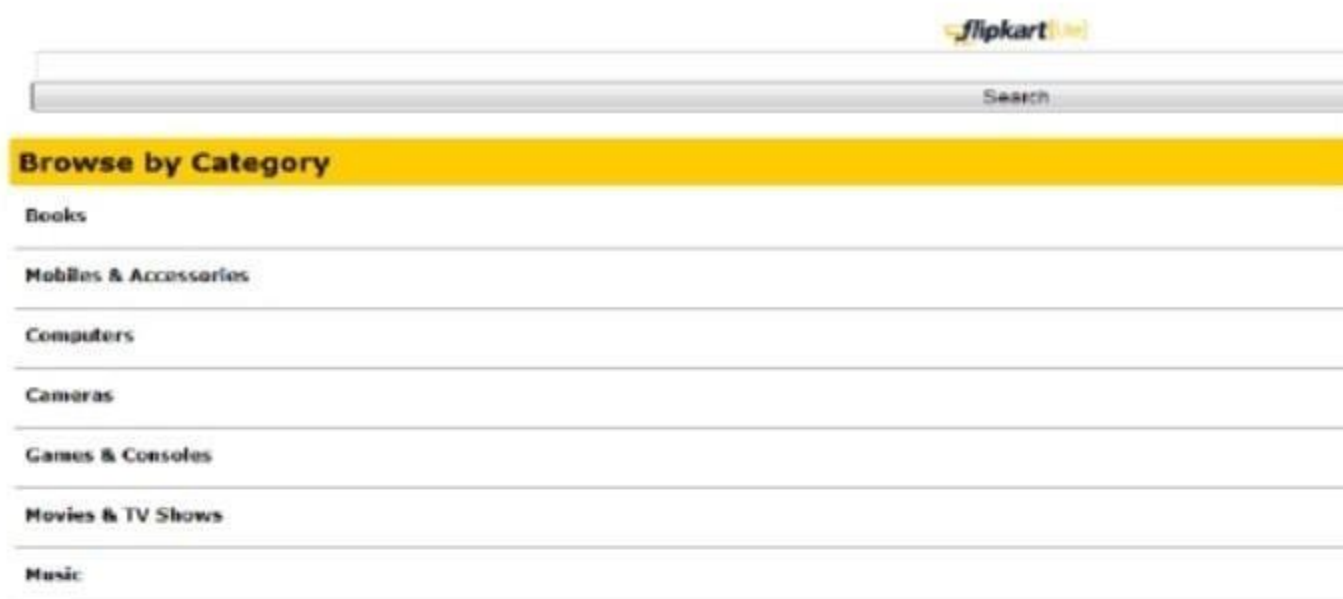
Recently on February 2012, Flipkart.com Online Services Pvt. Ltd has also acquired Letsbuy.com, the country's second-largest online electronics retailer, for an undisclosed amount, the third purchase by the five-year-old company in the past two years. Letsbuy.com, which gets 5 million monthly visits, was started in 2009 by eTree Marketing Pvt. Ltd and sells items such as mobile phones, cameras, laptops and home appliances. The move reflects Flipkart.com's strategy of growing through acquisitions as e-commerce companies strive to become a one-stop shop for buyers and seek to boost their presence in a market that's expected to grow more than 10-fold in the next few years. The acquisition also reiterates that e-commerce in India is likely to be dominated by cash-rich companies that can leverage their financial strength for scaling up and strengthening their position, analysts said. Flipkart.com and Letsbuy.com have common investors named Tiger Global

and Accel Partners. According to the Internet and Mobile Association of India, Internet users in the country have crossed the 100-million mark, of which 17 million are online shoppers. It estimates that the number of Internet users in India will triple by 2015, as will the number of online shoppers.

Flipkart.com is flying into the digital music download territory with its MP3 download service called Flyte. The online music download store will not only have to compete with music piracy websites and illegal Bit Torrent downloads but also with free Indian online music streaming services. Flyte, Flipkart.com's digital music store, provides DRM (Digital Rights Management) free MP3 files at prices starting from Rs 6 a song and Rs. 25 for an album. Users can listen to a 30second clip before making their purchase. Music purchase from Flyte is currently restricted to users in India only. Digital music is often a lot cheaper than physical CD purchases. For example, a music CD is priced at Rs. 160 on T-Series web store, whereas the MP3 for the same album is available for Rs. 54 on Flyte. Users have the option to either directly download their purchased files or use the Flyte Download Manager to simplify the download process. Each music file purchased from Flyte can be downloaded a maximum of four times.

The Flyte Download Manager is a 4.3 MB download for Windows and 6.3 MB for the Mac version. The advantage of the download manager is that it downloads multiple files in one click process. Flyte's collection includes music from 40 Indian and foreign languages and dialects across 28 genres.

Flipkart.com have a mobile optimized site too, one of the very few in the Indian market. Flipkart Lite allows one to search & order all product lines available on the desktop site, i.e. books, mobiles, movies, music, games, cameras, & computers. However, the only payment option available is cash-on-delivery (C-o-D). Given that they are in a business that doesn't need immediate fulfillment, like flight tickets, it makes sense to avoid the payment challenge on mobile. The transaction process is fairly straightforward, barring a minor glitch here or there. The experience seems to be optimized for small-screen devices as it is clear from how they are treating the search box & search results.

Browse by Category

Books

Mobiles & Accessories

Computers

Cameras

Games & Consoles

Movies & TV Shows

Music

Having started the company selling books, the intention for Flipkart.com has always been to become a website where you can find anything and everything, at a competitive price, easily delivered, brought together by a valuable, trustworthy customer experience. The launches of Mobiles, Games (consoles), Computers and Cameras are part of Flipkart.com's ongoing process by which they strive to provide their customers with an entirely wholesome shopping experience, where everything under the sun is available at their customer's fingertips. In terms of design, they bade farewell to their beloved orange and welcome in a sharp, some say more professional, yellow and blue motif along with a spiffy new logo - shopping kart, speedy delivery et al. They are now no longer just a book store, but a store which contains everything (constant work in progress), that is why they also now have a homepage, highlighting the big sellers in their various categories and the depth of Flipkart.com's online shopping experience. Feedback on the revamp is welcomed and will be embraced for the future. Flipkart.com is expanding at a rapid pace and they have come a long way. With this array of change, they would like to assure that their approach has not changed and they will continue to strive for excellence in the e-commerce domain and will stay constant over the years.

PRODUCTS OFFERED BY Flipkart.com: -

Flipkart.com started with selling books. In 2010 they added to their catalogue media (including music, movies and games) and mobile phones & accessories.

In 2011, the product launches **included cameras, computers, pens & office supplies, computer accessories, home and kitchen appliances, personal care, health care, gaming consoles, audio players and televisions.**

Later, it also launched Flyte- the digital store, MP3 downloads and fragrances.

In November 2011, Flipkart.com also launched a new Electronic Wallet feature that allow shoppers to purchase credit to their Flipkart.com account using credit or debit cards, and can subsequently be utilized to make purchases on the site, as and when required.

All Categories

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Cameras	
Gaming	
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Pens & Stationery	
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MP3 Downloads	

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• 4 GB DDR3 RAM
• 15.6 Inch Screen
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FLIPKART.COM (THE BIG BILLION DAY)

E-tailerFlipkart is launching a day long shopping event on 6-10-2014 this year called 'Big Billion Day'. Flipkart is expecting to unite a billion people through what they promise is going to be the greatest sale ever in India.

"Till date, India has seen shoppers across the country turn out in millions during festivals like AkshayaTritiya and Dhanteras. With the 'Big Billion Day', Flipkart is set to replicate this concept of a single day of shopping on a massive scale online," said the company.

Flipkart will be offering discounts, deals, surprises across 70 categories including large appliances, books, toys, mobiles, laptops, cameras, clothes, shoes, bags and watches. It also vows to deliver products on time with its 10,000 field staff.

Flipkart is not missing out on a single platform to promote this day. From hoarding and TV commercials to individual emails and messages, Flipkart has done it all to communicate about the big day.

7 Things that BBDS Achieved in Flat Ten Hours

1. 1 billion: Hits received by the Flipkart website in 10 hours

2. 500,000 (5 Lakh): Number of units sold in each of the mobile and fashion categories

3. 15 minutes: Time taken for the 'best deals' to be wiped out

4. $100 million (GMV): contributed by 1.5 million shoppers in 10 hours

5. 3X: Hits received by Snapdeal and Amazon in 10 hours of their average hits during the same duration most likely without any direct marketing money invested

6. Pledge to online: People who'd missed the BBDS benefits have pledged that they will first try/buy online before making any buying decision small or big.

7. Digital opportunities or warfare: Bigbillionday.com had redirected traffic to Amazon and now it is redirecting it to Starsports.com

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A SPECIAL MESSAGE FROM SACHIN & BINNY

THE BIG BILLION DAY
6TH OCTOBER, 2014

Dear Customer,

Yesterday was a big day for us. And we really wanted it to be a great day for you. But at the end of the day, we know that your experience was less than pleasant. We did not live up to the promises we made and for that we are really and truly sorry.

It took enormous effort from everyone at Flipkart, many months of preparation and pushing our capabilities and systems to the limit to be able to create this day. We were looking at fulfilling the dreams of millions of Indian consumers through deals and offers we had painstakingly put together for months.

And though we saw unprecedented interest in our products and traffic like never before, we also realized that we were not adequately prepared for the sheer scale of the event. We didn't source enough products and deals in advance to cater to your requirements. To add to this, the load on our server led to intermittent outages, further impacting your shopping experience on our site.

An unprecedented 1.5 million people shopped at Flipkart yesterday. While we stand humbled by the sheer faith that such a large number of customers have shown in us, we are unhappy that we were unable to live up to the expectations of millions more who wanted to buy from us yesterday.

And this is not acceptable to us.

Delighting you, and every single one of our customers, is absolutely the top most priority for Flipkart and we have worked very hard over the last seven years to earn your trust. Yesterday, we failed that trust. We have learnt some valuable lessons from this and have started working doubly hard to address all the issues that cropped up during this sale.

Price Changes:- As we were preparing various deals and promotional pricing in the lead up to the sale, the pricing of several products got changed to their non-discounted rates for a few hours. We realise that this breaks the trust our customers have put in us. We are truly sorry for this and will ensure that this never happens again.

Out-of-stock Issues: - We ran out of the stock for many products within a few minutes (and in some cases, seconds) of the sale going live. For example, most of our special deals were sold out as soon as they went live. We had ensured availability, anywhere from hundreds to a few lakh units for various products, but it was nowhere near the actual demand. We promise to plan much better for future promotions and ensure that we minimize the out-of-stock issues.

Cancellations: - We had large number of people buying specific products simultaneously. This led to some instances of an order getting over-booked for a product that was sold out just a few seconds ago. We are working round-the-clock to ensure availability of additional units for these products and will do our level best to ensure that we minimize any cancellations.

Website Issues: - We realize that the shopping experience for many of you was frustrating due to errors and unavailability of the website at times. We had deployed nearly 5000 servers and had prepared for 20 times the traffic growth – but the volume of traffic at different times of the day was much higher than this. We are continuing to significantly scale up all our back end systems so that we do a much, much better job next time.

Everything that we have achieved at Flipkart is purely on the basis of our customer's trust and faith. This is why we come to work each day and continue to remain extremely passionate about building the best possible customer experience for Indian consumers. We failed to live up to this promise yesterday and would like to apologies once again to every single customer for our failure.

Thanks'

Sachin and Binny

PAYMENTS MADE AT FLIPKART.COM :-

Flipkart.com offers multiple methods to make payments for order. They are as follows:

Credit Card & Debit Card (including American Express) Net Banking, E-Gift Voucher and Cash on Delivery. All Credit/Debit card details remain confidential and private. Flipkart.com uses SSL encryption technology to protect card information. There are absolutely no hidden charges when purchasing is made at Flipkart.com.

Flipkart.com accepts Debit Cards issued by the following banks

- ➤ AXIS Bank Debit Card (VISA Electron only).
- ➤ Canara Bank Debit Card.
- ➤ Citibank Debit Card.
- ➤ Corporation Bank Debit Card (VISA Electron only).
- ➤ Deutsche Bank Debit Card (VISA Electron only).
- ➤ HDFC Bank Debit Card (VISA Electron only).
- ➤ ICICI Bank Debit Card.
- ➤ Indian Overseas Bank Debit Card (VISA Electron only).
- ➤ ING Vyasa Bank Debit Card (VISA Electron only).
- ➤ KarurVysya Bank Debit Card (VISA Electron only).
- ➤ Punjab National Bank Debit Card.
- ➤ State Bank of India Debit Card.

Flipkart.com accepts payment through Internet Banking from the following banks

- ➤ ABN AMRO Bank.
- ➤ AXIS Bank.
- ➤ Allahabad Bank.
- ➤ Andhra Bank.
- ➤ Bank of Bahrain and Kuwait.
- ➤ Bank of Baroda Corp Account.
- ➤ Bank of Baroda Retail Account.
- ➤ Bank of India.
- ➤ Bank of Maharashtra.

- Bank of Rajasthan.
- Citibank.
- City Union Bank.
- Corporation Bank.
- Deutsche Bank.
- Dhanlaxmi Bank.
- Federal Bank.
- HDFC Bank.
- ICICI Bank.
- IDBI Bank.
- ING Vysya Bank.
- IOB Debit Card.
- Indian Overseas Bank.
- Indian Bank
- IndusInd Bank.
- Jammu & Kashmir Bank.
- Karnataka Bank.
- KarurVysya Net Bank.
- Kotak Mahindra Bank.
- Lakshmi Vilas Bank.
- Oriental Bank of Commerce.
- Punjab National Bank Corp Account.
- Punjab National Bank Retail Account.
- Royal Bank of Scotland.
- South Indian Bank.
- Standard Chartered Bank.
- State Bank of Hyderabad.
- State Bank of India.
- State Bank of Mysore.
- State Bank of Travancore.
- Syndicate Bank.

> ➤ Tamilnad Mercantile Bank.
> ➤ Union Bank of India.
> ➤ Vijaya Bank.
> ➤ YES Bank.

SSL (Secure Sockets Layer)

It is the standard security technology which is used by Flipkart.com for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral. SSL is an industry standard and is used by millions of websites in the protection of their online transactions with their customers.SSL encryption is the ideal approach for protecting the web site, for those who uses it from unauthorized access to private information. Entrust SSL encryption software is the ideal choice for enabling this protection. With nearly all data security applications, Entrust file encryption software works independently. It does not require user intervention or remote assistance to effectively secure data transmission. Hence online security risk is reduced with Entrust SSL security products, thereby providing organization the reputable SSL encryption technology that automatically, and transparently, performs data encryption for the sensitive data files and folders.

Cash on Delivery (C-o-D) Scheme

Cash-on-Delivery (C-o-D) is an alternate method of purchasing from Flipkart.com, other than Online (By Credit/Debit card and Net banking). In the C-o-D payment terms, payment is done at the time of the actual delivery, rather than paying in advance. The maximum order value for a C-o-D payment is Rs. 50,000. It is strictly a cash-only payment method. E-Gift Vouchers or Store Credit cannot be used for C-o-D orders. Foreign currency as payment against a C-o-D order is not accepted. C-o-D is supported in the following cities:

> ➤ Bangalore.
> ➤ Mumbai.
> ➤ New Delhi-NCR.
> ➤ Chennai.
> ➤ Kolkata.
> ➤ Ahmedabad.

- ➢ Bhopal.
- ➢ Bhubaneswar.
- ➢ Chandigarh.
- ➢ Cochin.
- ➢ Coimbatore.
- ➢ Goa.
- ➢ Guwahati.
- ➢ Hyderabad.
- ➢ Indore.
- ➢ Kanpur.
- ➢ Nasik.
- ➢ Nagpur.
- ➢ Pondicherry.
- ➢ Pune.
- ➢ Rajkot.
- ➢ Surat.
- ➢ Taloja.
- ➢ Vadodara (Baroda).

Credit Card EMI Scheme

Flipkart.com Credit Card EMI scheme is a payment option available for all orders that have a minimum value of Rs. 4000, where the required order amount can be paid in a specified number of installments. Flipkart.com offer two schemes: 3 months and 6 months. Only ICICI Bank, HDFC Bank and Citibank Credit Cards are eligible for the EMI payment option. There is no additional charge on the 3-month EMI scheme. However, a flat EMI processing fee of Rs. 500/- is charged for the 6-month scheme.

Shipping Process

All Electronics sold on Flipkart.com are sourced from Indian suppliers authorized by the Manufacturer. They come with minimum 1 year Manufacturer's warranty & are serviceable at the corresponding brand's Authorized Service Centers in India, unless specified otherwise. For Mobile Accessories, the supplied accessories inside the box have 6 months manufacturer warranty. All Electronics (Mobiles, Gaming Consoles, Cameras, Laptops, and Personal& Health Care Products) are covered by free insurance coverage against theft and

damage during transit. Flipkart.com provides free delivery on all items if the total order amount is Rs. 200/- or more. Otherwise Rs. 30/- is charged as delivery charges. It processes all deliveries through reputed couriers. If there is no courier service available in the customer's area, then the shipment of the non-electronic items (i.e. except Mobiles, Gaming Consoles, Cameras, Laptops) is done via Government Registered Book post or Speed post. All Electronic Items are Insured for theft & damages during transit. Flipkart.com does not deliver items internationally. The customers are welcome to make their purchases on Flipkart.com from anywhere in the world, but they have to ensure that the delivery address is within India. The estimated time of delivery is mentioned on every page. It may differ from one item to another. Some of them are stated as follows:

Mentioned as Three days Delivery Time

These items will also be mentioned as "In Stock". For all areas serviced by reputed couriers the delivery time will be three business days. For other areas, orders will be sent by Registered Post through the Indian Postal Service which may take one to two weeks depending on the location. Business days exclude public holidays and Sundays.

Mentioned as more than Three days Delivery Time

The procurement and shipment of the items within the time is specified on the item details page. Some items have to be imported from outside India. These items are mentioned sometimes as "Imported" on the item details page and can take ten or more days to reach the customers.

Preorder or Forthcoming

These items are soon to be released and the item is pre booked for the customers. The item will be shipped to the customers on the day of its official release launch.

Replacement Guarantee

All products sold at Flipkart.com are covered under 30 Days Replacement Guarantee. The customers have to notify the problems of damages or defects within 30 days from the date of delivery and a brand new replacement will be issued to the customers at no extra cost. The defective product or part will be recalled and a replacement will be shipped immediately. In order to get a defective item replaced, one can either contact Customer Care via the Contact Us Page or call up on 1800 102 3547, within 30 days from the date of

delivery. Apart from the above condition, the following products shall not be eligible for return or replacement under the 30 Day Replacement Guarantee, which are stated as follows:

- ➢ Any product that exhibits physical damage to the box or to the product.
- ➢ Any product that is returned without all original packaging and accessories, including the retail box, manuals, cables, and all other items originally included with the product at the time of delivery.
- ➢ Any product without a valid, readable, unhampered serial number.
- ➢ Any product from which the UPC (Universal Product Code) has been removed from its original packaging.

Cancellations & Returns

If the order is cancelled before the shipment of the product then the entire amount will be refunded by Flipkart.com. If the cancellation is after the product is shipped, then one can do the following:

- ➢ If the product is shipped but has not yet been delivered, then the customer can contact Customer Support and inform them of the same.
- ➢ The product will be eligible for replacement only in cases of defective products or items.

Wallet System

The Wallet System enables the customer's to shop on Flipkart.com multiple times by making a payment only once. A payment is made for a certain amount and it will be added to the account as a prepaid credit under the customer's Wallet. When an order is made, the Wallet can be used by them as the mode of payment and the amount will just be deducted from the balance in their Wallet. The Wallet will replace the existing Store Credit feature onFlipkart.com, and the customer's existing store credit balance will be transferred to the Wallet.

Welcome to your Wallet

The Wallet is a pre-paid credit system which is associated with your Flipkart account. You can now maintain a balance of money with Flipkart and redeem it as you choose.

Your Wallet Balance: **0.00**

Want to top-up?
Enter an amount for Wallet Top-Up

Rs. [   ] [Top-Up]

Why should I use the wallet?

- Make one payment and shop multiple times
- Enjoy a simpler and faster checkout process
- No need to dig out your financial details each time

How do I get started? Learn more »

Wallet: Rs. 200

Cart (0)

Fill your Wallet by any amount you desire by making a payment once.

This amount will be added as pre-paid credit under the Wallet associated with your account.

Now go ahead and use this pre-paid balance to make multiple purchases on Flipkart!

Order Status

Customers can review the status and other information of their orders, whether pending or fulfilled, that is placed with Flipkart.com. To check the status of pending orders, "My Account" link has to be clicked in the top right of any page on Flipkart.com store. This will take to the My Account page, where the customers can click on the "My Orders" link to view the status of all orders. To view the status of a specific order, the "Order Number" has to be clicked. After the order is shipped out from warehouse, a mail will be send with the shipping details to the respective customer. There are different order statuses which consist of the following:

➤ **Payment Pending Authorization**

Where the order has been logged and Flipkart.com is waiting for authorization from the payment gateway.

➤ **Payment Authorized, Order under Processing**

Where the authorization from the payment gateway is received from the customers and order processing is being done.

➤ **Order Shipped**

Where the customer's order has been shipped out of the warehouse and is on its way to the delivery location.

➤ **Order Cancel**

Here, the order of the customer is cancelled because of the non-availability of stock.

FLIPKART.COM-MARKETING STRATEGY

Flipkart.com has been mostly marketed by word of mouth advertising. Customer satisfaction has been their best marketing medium. Flipkart.com very wisely used SEO (Search Engine Optimization) and Google Ad-words as the marketing tools to have a far reach in the online world. Flipkart.com official Facebook page has close to 9 lac "likes". Flipkart.com recently launched a series of 3 ads with the tag line, "No Kidding No worries".

Kids were used to create the advertisements to send out the message to other people.The message is very clear to make people more comfortable with Flipkart.com, to generate a great customer relationship and loyalty on the basis of great product prices and excellent customer service. Thus, Flipkart.com the Internet Company from India is one of the leading online stores in the nation. It is also called as the Indian Amazon. With Online Retail Industry in India pegged to reach $1.5 billion (2015), sources suggest that e-commerce is just rising up in India and very soon there may be many more Internet companies achieving the similar success.

Competent Analysis

Different competitors for MYDEALS247 are

- Flip kart
- EBay
- Amazon
- Jabong
- Snap deal
- Yebhi

SWOT ANALYSIS

This SWOT analysis is only for volume sales business model of MyDeals247.com

STRENGTHS

-Cost effective

-No inventory

-Lower transaction costs

-One time solution providers

-Innovative business model

WEAKNESSES

-Organization structure

-Low credit term trading

-Not having any hold out of karnataka

-Alexa ranking is low

-Some categories yet to be introduced (online)

OPPORTUNITIES

-Global expansion

-Can start operations in other regions

-Attract customers by introducing credit terms

THREATS

-Business models can be imitated by big ecommerce sites

-Heavy traffic can hamper functioning of website

CHAPTER-3

DISCUSSION ON TRAINING

ROLES & RESPONSIBILITES

In the during on training my responsibility are as follow.

- ➤ To Interact the customer:- Main things of my project is to interact the customer and find out those customer is aware are not about Flipkart.com.
- ➤ To find out the customer problem which is faced by Flipkart.com that they are using?
- ➤ To increase company Goodwill: - The most important things of any survey is to increase the company goodwill in the particular market.
- ➤ To promote the Company Services: - My responsibility is to promote the Flipkart.com services to the different customers.
- ➤ I was also responsible for the collecting data for the customer.

DESCRIPTION OF LIVE EXPERIENCE:

Doing a project for about **45 days** was a great achievement for me. Every day came to me with a new learning and experience. I realized that gaining knowledge from books regarding marketing and handling the critical situations in the field is entirely different. One has to implement his on skills along with the book knowledge as soon as he enters in the market.

CHAPTER-4

ANALYSIS OF TASK

INTRODUCTION

The purpose and goal of online marketing is similar to the traditional marketing strategies. Both methods **are meant to boost up the brand awareness** and **help in finding out a number of customers for any particular company.** But talking about carrying the online marketing, it is very much different than doing the conventional way of marketing. These ways and methods used to tread online marketing are very much different than the traditional ones. If you are not well versed with these ideas then don't worry, you can find some of the best ways to implement the online marketing strategies in order to boost up your online sales.

STATEMENT OF THE PROBLEM

The problem of the study is to find out whether Flipkart.com, has been successful in satisfying their customers with their online marketing techniques.

SCOPE OF THE STUDY

This study examines **the success of Flipkart.com in utilizing 7P's** of products and services to satisfy its online customers. It also focuses on the techniques of Segmentation, Targeting and Positioning (STP) by online marketers in India

METHODOLOGY

For this study descriptive and analytical methods will be used the data collected will be analyze logical method of tabulation and graphic representation to draw valid inferences and conclusionstherefrom.

OBJECTIVES OF THE PROBLEM

➢ To know the performance of Flipkart.com in customer mind.

➢ To find outthe preferences of the consumer regardingthe attributes of online shoppingwebsite through Flipkart.com

➢ To study the **quality of both products and services offered by Flipkart**.com.

➢ To study the **overall level of satisfaction of the customers from their purchase of products and services through Flipkart.com.**

➢ To study the **contribution of Flipkart.com in online marketing**.

➢ To identifythe issuesfaced bytheuserwhile onlineshopping.

➢ To determinethe parameters for choosingthe particular shopping Centre for purchase of different items.

Chart showing the sources through which the respondents came to know about Flipkart.com.
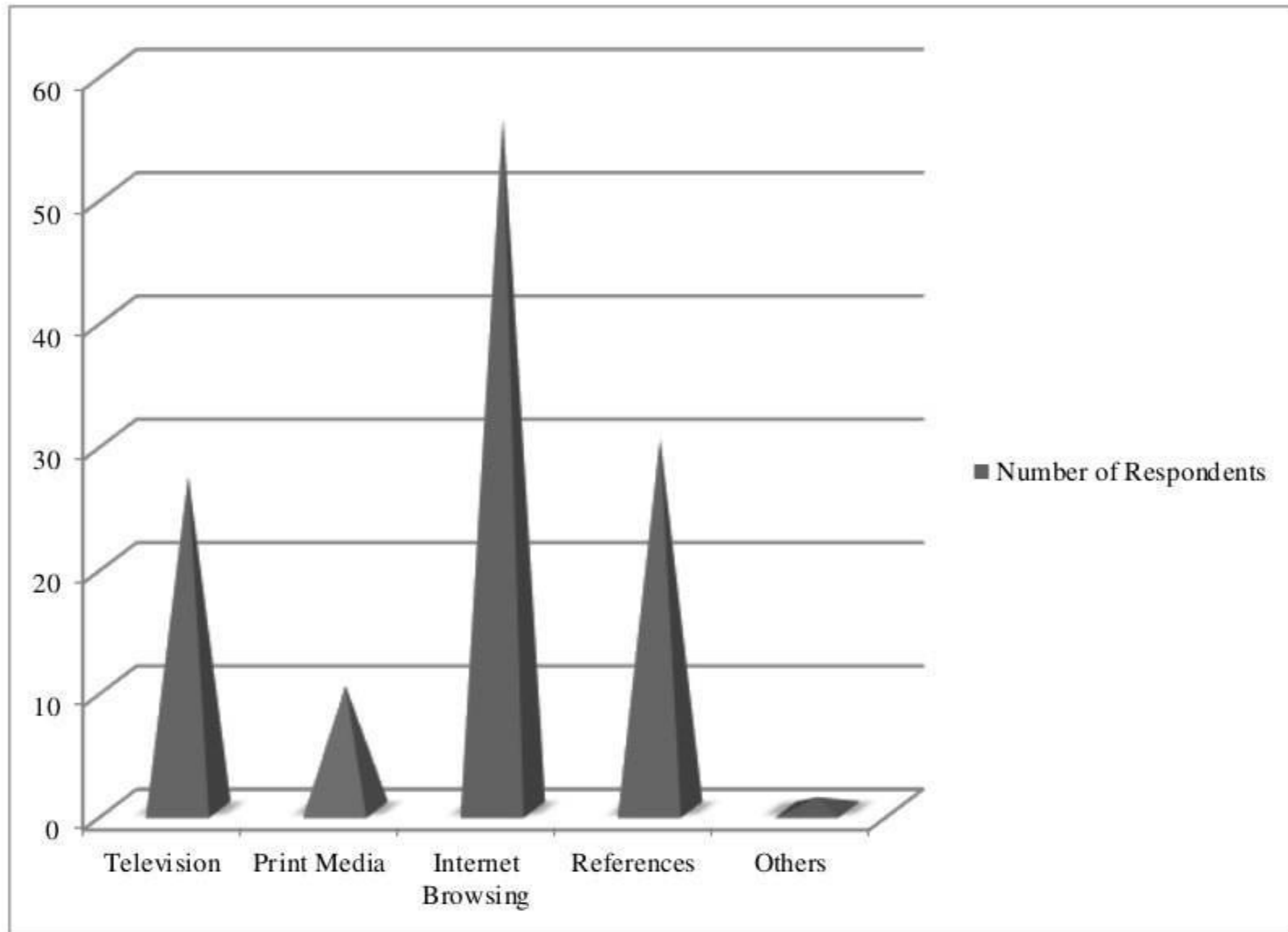
Interpretation:

The above chart shows that majority of the respondents came to know about Flipkart.com by means of Internet Browsing followed by Television, References, Print Media and finally other sources. Flipkart.com hugely depends on Internet Browsing for promotion techniques.
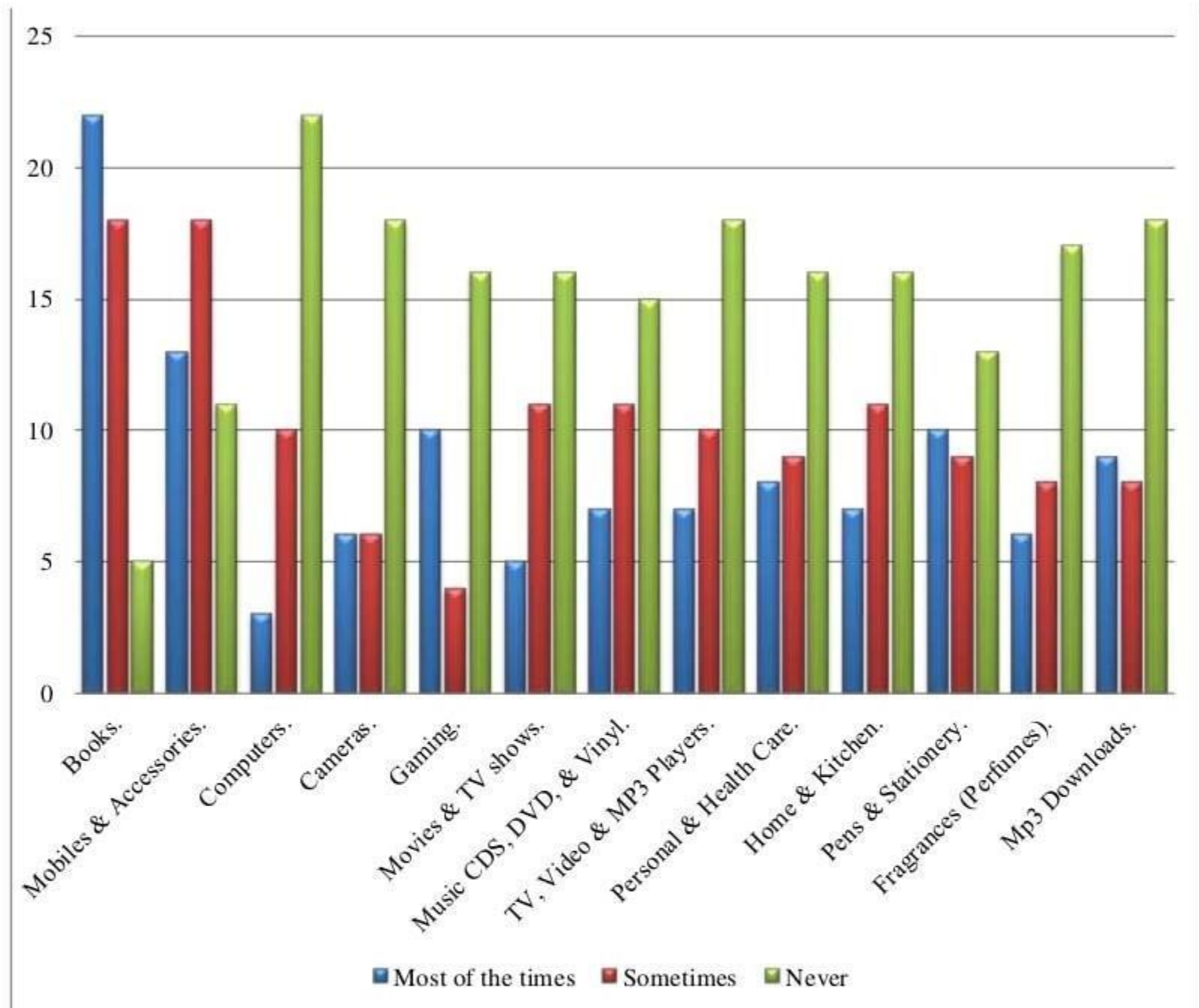
Chart showing the association of respondents with Flipkart.com.
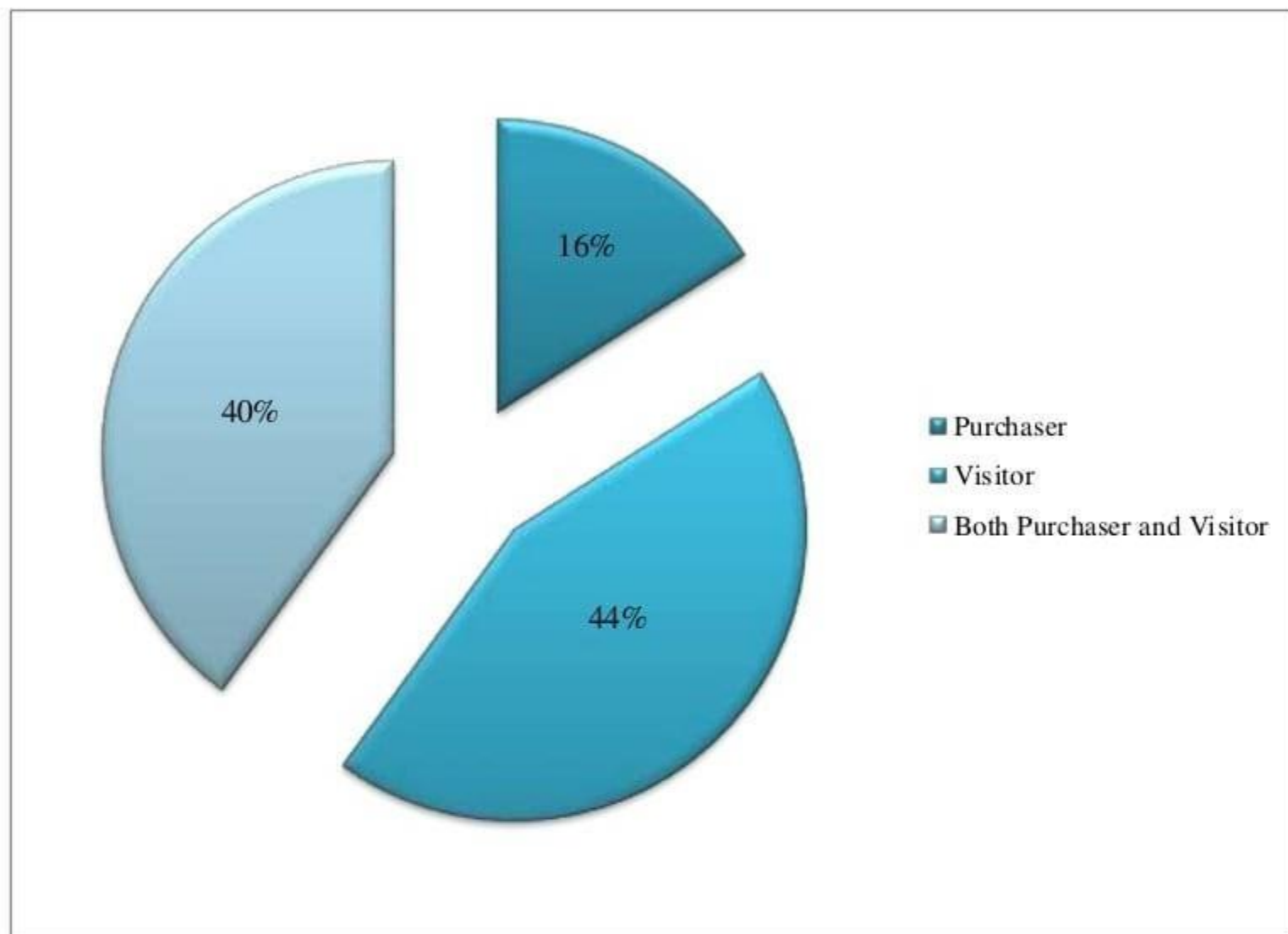
Interpretation:

The above chart shows that majority of the respondents are associated with Flipkart.com both as a purchaser and a visitor. There are no respondents who have not visited Flipkart.com.
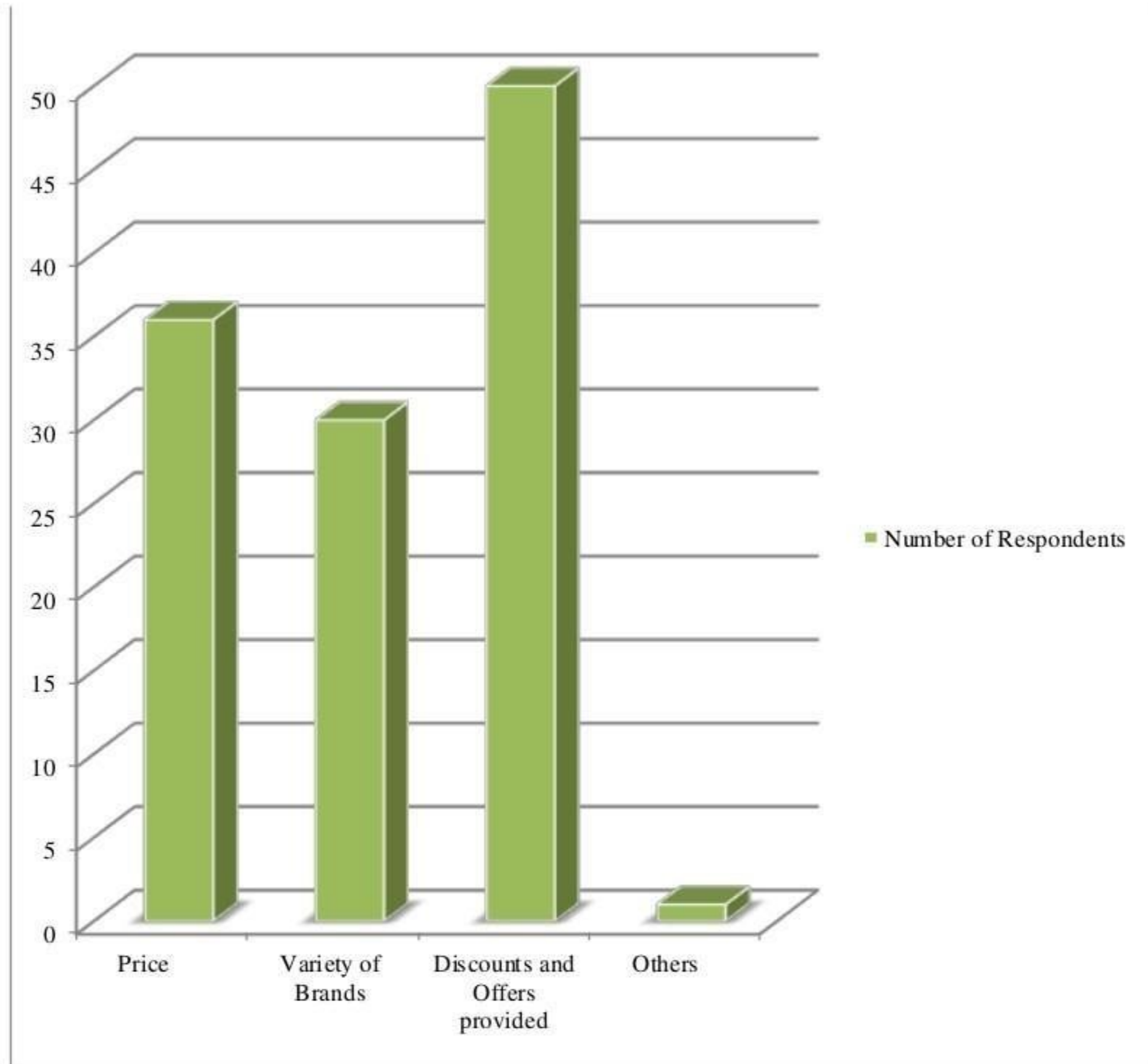
Chart showing the products purchased by the respondents from Flipkart.com

Legend: ■ Most of the times ■ Sometimes ■ Never

Interpretation:

The above chart shows that majority of the respondents purchase books from Flipkart.com whereas the other majority of the respondents never purchase computers from Flipkart.com. Flipkart.com offers a wide variety of products in the field of music, gaming, electronic goods, health care etc., which are most of the times, sometimes and never purchased by the respondents as shown above.

Chart showing the purpose of the respondents behind visiting Flipkart.com.

Interpretation:

From the above chart it is clear that majority of the respondents visit Flipkart.com because of the discounts and offers provided on the products and services by Flipkart.com.
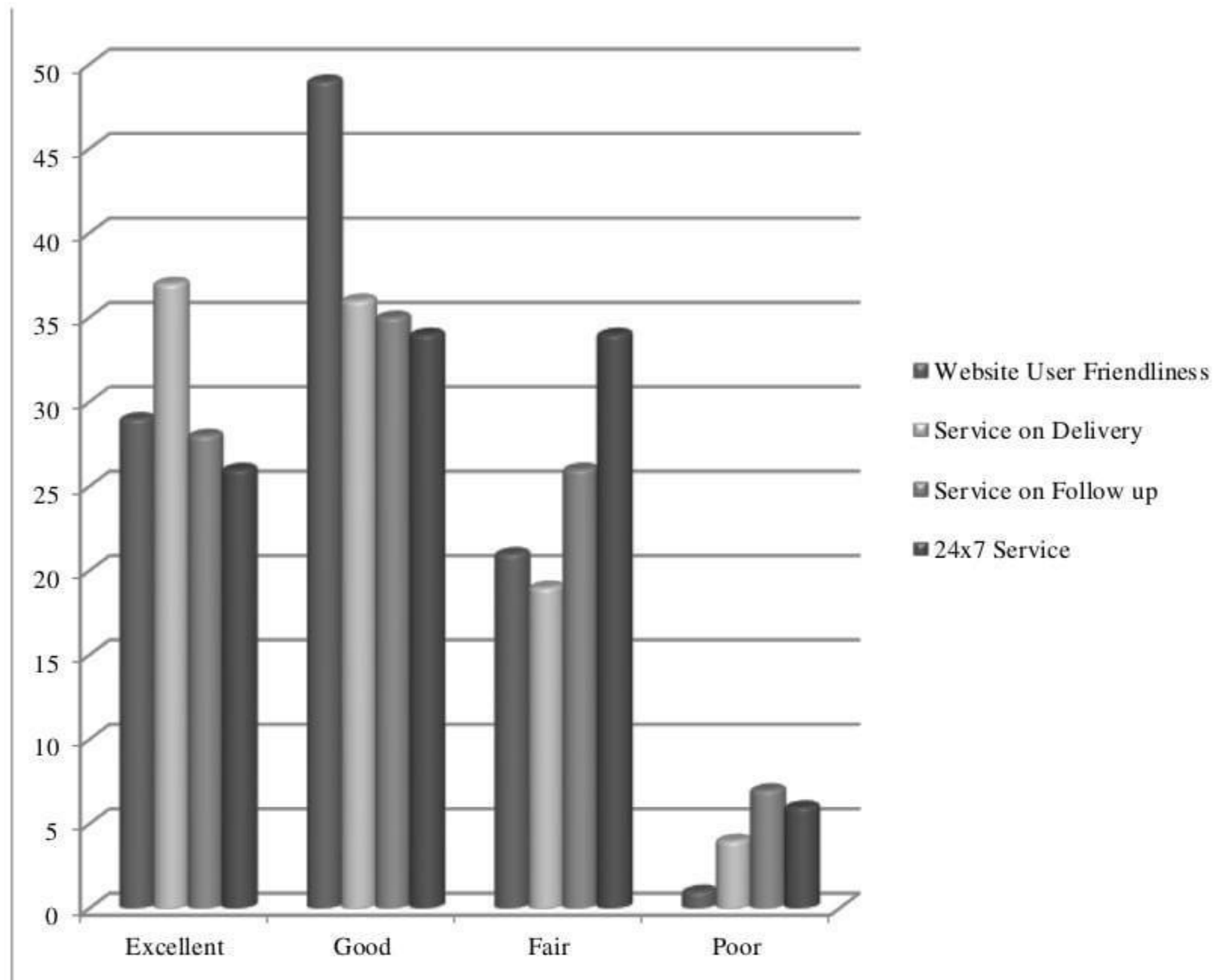
Chart showing the view of respondents regarding the Delivery of Products within the time period mentioned by Flipkart.com.
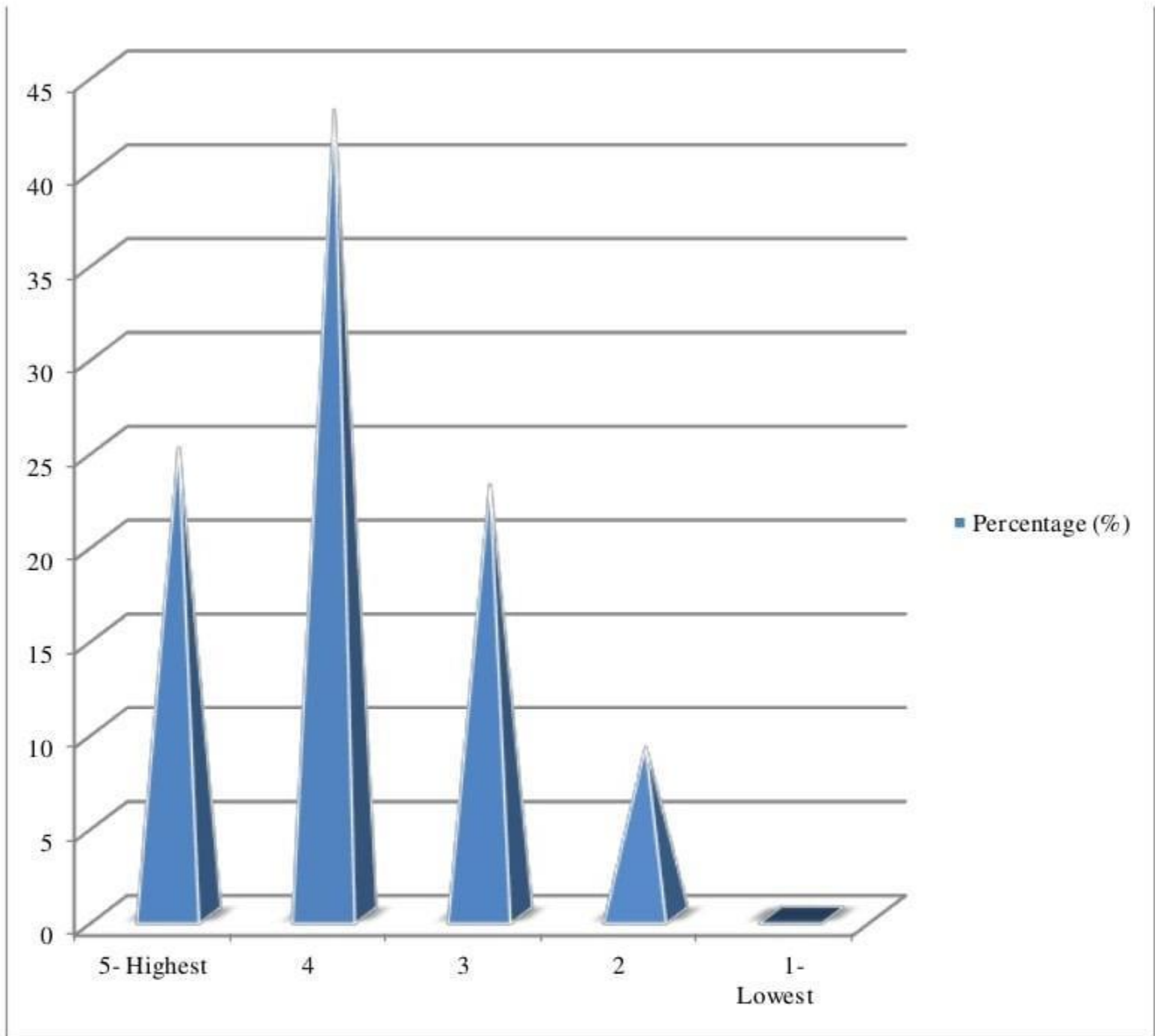
Interpretation:

The above chart shows that majority of the respondents have rated the delivery of products as 4. It means that the delivery of products is being done to the customers within the time period as mentioned by Flipkart.com
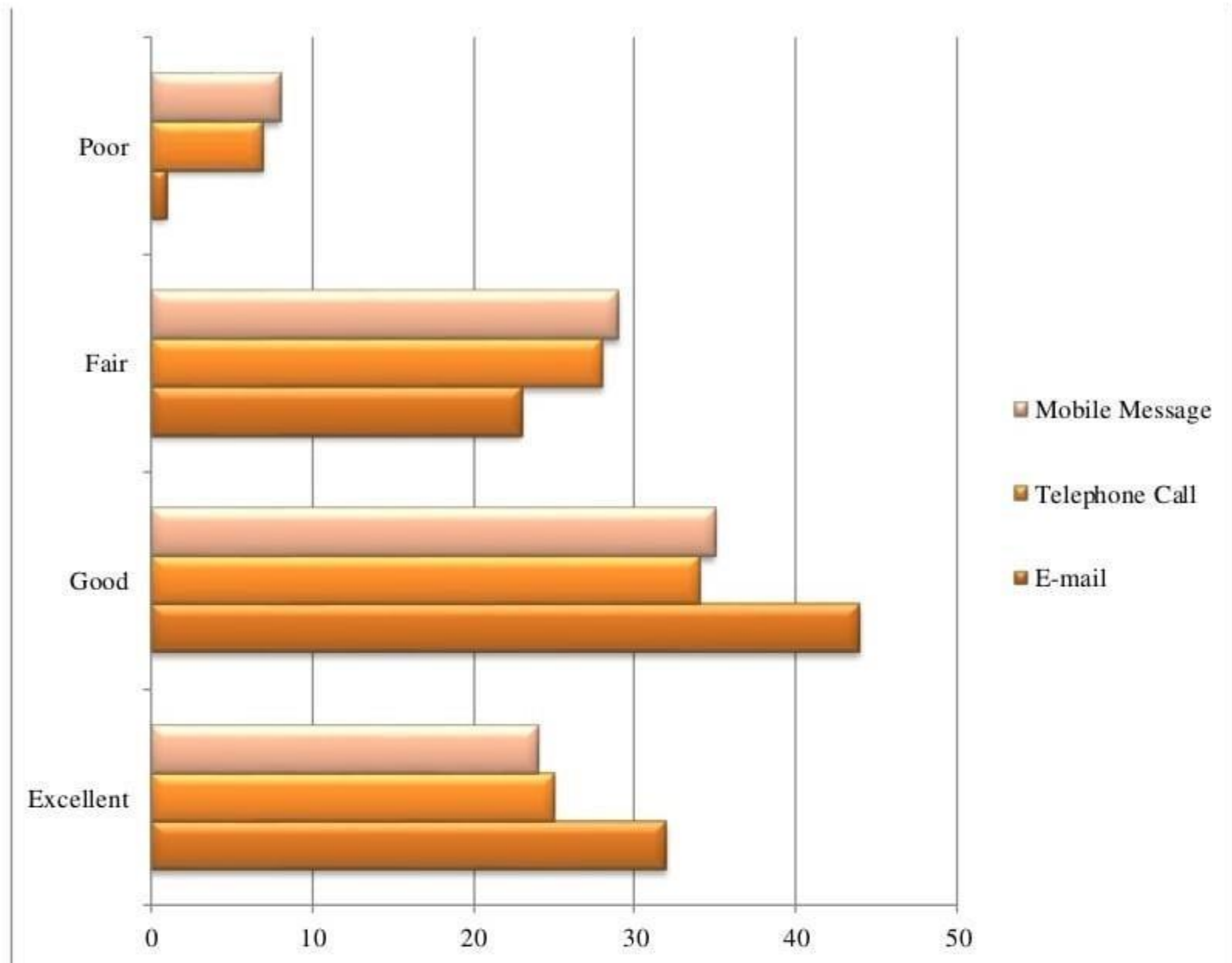
Chart showing the respondents view on the Customer Service provided by Flipkart.com.

Interpretation:

The above chart shows that majority of the respondents have rated the website user friendliness as good. Flipkart.com provides a user friendly website which is easy to access by the customers for placing an order.

Chart showing the respondents view on follow up service offered by Flipkart.com.

Interpretation:

The above chart shows that majority of the respondents have rated the follow up through E-mail as good. Flipkart.com offers the follow up services to the customers for the purpose of confirming the order placed before delivering and after delivering of the final product to the customers. It should also leverage the follow up service through telephone call and mobile message in order to meet up with the expectations of the customers.

FINDINGS

- Flipkart.com hugely depends on Internet Browsing for promotion techniques.
- Flipkart.com has more number of purchasers as well as visitors.
- Flipkart.com offers a wide variety of products in the field of books, music, gaming, electronic goods, health care, etc.
- Flipkart.com offers various product brands which are similar to that of the offline retail stores.
- Flipkart.com provides better Guarantee and Warranty services on the products.
- Flipkart.com enables the customers to make purchase quickly and easily.
- Flipkart.com offers reasonable price and discount on the products.
- The customershave more preference of payment by debit / credit card in Flipkart.comwhen compared to other modes of payment like wallet system, cash on delivery and EMI scheme.
- Flipkart.com delivers the products to the customers within the time period as mentioned by them.
- Flipkart.com provides free home delivery of products for more than rupees two hundred, wishlist, pre order and forthcoming information of products, new releases etc., to the customers.
- Flipkart.com provides a user friendly website which is easy to access by the customers for placing an order.
- Flipkart.com offers the follow up services to the customers for the purpose of confirming the order placed before delivering and after delivering of the final product to the customers.
- Flipkart.com provides a safe and secured environment for the customers to shop online.
- Flipkart.com provides Flipkart lite for mobile shopping purpose which enables the customers to shop easily by using their mobile phone.
- Flipkart.com provides the customers with all the necessary information i.e., starting from the summary till the installation details regarding the product for the convenience of the customers.

SUGGESTIONS

Social media marketing requires more diversity.

Information displayed should be clear and just.

Image-Centric Content Will Rule.

Search engine should be located on the website.

CONCLUSION

Flipkart.com uses various effective and efficient marketing techniques. The use of these marketing techniques by Flipkart.com has made the online shopping process very simple and has attracted many new customers. The unique techniques used by Flipkart.com such as payment by means of wallet system, EMI scheme and other features such as wishlist, thirty days replacement guarantee etc., has made the customers to visit and also purchase from Flipkart.com.

It is observed that the features like reasonable prices and discounts, free home delivery of products, follow up services etc., provided by Flipkart.com have also made the customers to purchase from Flipkart.com very often.

It is also observed that the wide variety of products, various brands ofproducts,detailed information about the products, the user friendly website,Flipkart lite for mobile shopping etc., has made the customers to have multiple options of purchasing through Flipkart.com.

Apart from the above all aspects, Flipkart.com provides the customers with a safe and secured environment for shopping online.

Thus, to sum up in a nutshell, Flipkart.com is known as the Indian Amazon and the marketing techniques used by Flipkart.com leads to enhancing the satisfaction level of the customers.

Thank You!