



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
MANAGEMENT STUDIES**

SUMMER INTERNSHIP REPORT 2021

STUDENT NAME:

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BPUT REGD. NO.:

2006258097

INTERNAL GUIDE:

Dr. Dhananjay Beura
Prof. (Marketing)





Flipkart



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
MANAGEMENT STUDIES**

SUMMER INTERNSHIP REPORT 2021

A

STUDY ON

**“IDENTIFYING AND RESOLVING ISSUES RELATED TO PRODUCT &
PICKING PROCEDURES**

AT FLIPKART”

SUBMITTED BY

**JITURAJ BARIK
BPUT REGD. NO. - 2006258097**

UNDER THE GUIDANCE OF

**Dr. Dhananjay Beura
PROF. (MARKETING)**

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INTERNAL GUIDE CERTIFICATE

This is to certify that the report entitled a study on “**IDENTIFYING AND RESOLVING ISSUES RELATED TO PRODUCT & PICKING PROCEDURES AT FLIPKART**”.

It has been prepared by **Mr. JITURAJ BARIK**, pursuing MBA at BIITM, Reg. no-**2006258097** under my supervision and guidance, **Dr.DHANANJAY BEURA**, Prof. in marketing at BIITM for the fulfillment of summer internship program of Master in Business Administration. His fieldwork is satisfactory.

Signature
Dr.Dhananjay Beura
Prof. (marketing), BIITM

CERTIFICATE

of Internship Completion

This certificate is awarded to

Jituraj Barik

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



Zoya Saif
Director, Arcos



Aasish Kumar Topno
Director-HRBP, FC/MH



Shah Nawaz Khan
Director-L&D, eKart

DECLARATION

I do hereby declare that project work titled, study on “IDENTIFYING AND RESOLVING ISSUES RELATED TO PRODUCT & PICKING PROCEDURES AT FLIPKART”. Submitted to Biju Patnaik Institute management & Information Studies, affiliated to Biju Patnaik University (BPUT), is a record of research work done by me under the guidance of Dr. DHANANJAY BEURA, Prof. (Marketing), BIITM, in partial fulfillment of requirement for the award of Master in Business Administration.

This summer internship report has the requisite standard for the partial fulfillment of MBA program at BIITM, BPUT. To best of my knowledge and belief no part of this report has been reproduced from any other contents are based on live experiences that I faced during a period of 45 days from 1st September 2021 to 17th October 2021

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MBA (2020-2022)

BIITM, Bhubaneswar

Signature

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I express my warm thanks to **Dr.DHANANJAY BEURA** Prof. (Marketing) for his support and guidance at BIITM.

Last but not the least I would like to thank **MR. K Chandrasekhar, Associate Prof. (GM)-cum Head Placement, BIITM** for bringing me into exposure to such a wonderful company.

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Executive Summary:

Flipkart is an ideal company for analysis because of its unique and innovative approach to business. The business model of the company is indeed in the internet market segment and analyses the market as Flipkart various product and sellers, it is a huge task to set different strategies for different seller 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 operation procedure at Flipkart means the supply chain management at Flipkart & to know the picking procedure of products for the orders of customer at Flipkart, to find out the issues & resolving that issues related to product in picking department at Flipkart.

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Chapter -1 Introduction

(Topic, Objectives, Methodology, Expected learning outcomes)

Chapter -1 Introduction

Topic

A Study on “IDENTIFYING AND RESOLVING ISSUES RELATED TO PRODUCT & PICKING PROCEDURES AT FLIPKART”

Objectives:

- To understand the picking procedure of the product in this organization.
- To identifying the issues related to product at Flipkart.
- To resolving the issues related to product at Flipkart.

Methodology:

Researchers in e-commerce have come up with a number of ways to assist modeling on-line customer behavior using customer profiling. Web log files have been used in various ways to assist on-line businesses determining customer needs and preferences. This section discusses the methodology used in this research to assist creating and updating customer profiles using the on-line e-commerce website and the decision model respectively. The process of preparing of a delivering product or parcels, is effective at Flipkart warehouse.

Expected learning & outcomes:

- To study about the supply chain management of Flipkart.
- Issue resolving technique related to product in warehouse at Flipkart warehouse.
- Picking process of product at Flipkart warehouse.

INTRODUCTION

The Flipkart Group is one of India's leading digital E-commerce entities and includes group companies Flipkart, Myntra, and Jabong.

Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products. The world's largest company by revenue, the USD 486 billion-Walmart's acquisition of homegrown startup Flipkart for USD 15 billion will likely make it the biggest MNC operating in India with over USD 10 billion of annual business from India..

Flipkart is providing e commerce facility for the customers & yes so many workers are there who works for fulfilling the needs at Flipkart. I get some knowledge about some functions about how the products are picked and some how to resolve the issues related to product in a particular department.

MISSION STATEMENTS

Flipkart mission statement is '**Providing delightful customer experience**', there is so much more than the company does as inferred in this statement.

VISION STATEMENT

Flipkart's current vision is **to become the largest online retailer in India/ “To be the Amazon of India”** and their mission revolves round 'Providing delightful customer experience'. ... Innovative mindset is one of the most important competencies of Flipkart.

CORE VALUES

Core values of Flipkart:

1. Customer Obsession
2. Ownership
3. Impact
4. Honesty
5. Selflessness
6. Communication
7. Innovation

.

Chapter-2 Company Analysis & Industry Analysis

(Brief background, Marketing mix, SWOT analysis)

Chapter-2 Company Analysis

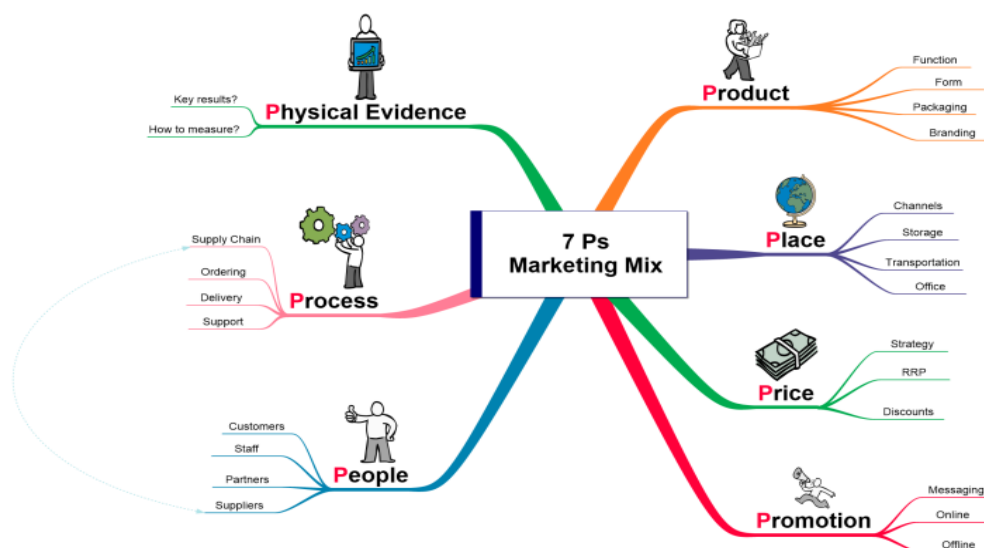
Company Analysis:

Brief Background about Flipkart:

Flipkart Private Limited is an Indian e-commerce company established in 2007. It started with a primary focus on online book sales and soon, expanded to lifestyle products, electronics, home essentials and groceries. Today, Flipkart is the biggest online Indian marketplace competing with the world leader Amazon. Since 2010, the company has made a number of acquisitions including Letsbuy, Myntra, Jabong, eBay India, etc. In addition to its main office in Bangalore, Flipkart has branch offices at Delhi and Mumbai. Apart from India, the firm is registered in Singapore. In 2018, the US-based retail chain Walmart acquired majority stake in Flipkart. Recently, Flipkart has opened its R&D centre at Israel. This is in line with its latest acquisition of Israeli start-up upstream e Commerce. The centre is run by talented engineers from across the world.

2020 On October 23, Flipkart acquired a 7.8% stake in Aditya Birla Fashion and Retail, a subsidiary of the Aditya Birla Group, for Rs. 1,500 crore (US\$ 203.8 million). Flipkart recorded 110 order placements per second during their annual Big Billion Days Sale event in October. The company stated that >50% orders were from Tier III cities and beyond. Flipkart partnered with Paytm for its annual Big Billion Days Sale event, offering customers the convenience of making payments directly through the application with the bonus of receiving Paytm cash backs over and above Flipkart discounts. On September 08, 2020, Flipkart signed an MoU with the Government of Jharkhand to onboard Jharkhand's artisans, weavers and craftsmen onto 'Flipkart Samarth' an initiative aimed at enabling and handholding craftsmen from across India to set up an online business. Flipkart started wholesale e-commerce service in India. Flipkart aims 100% transition to electric vehicles in next 10 years. On July 09, 2020, Flipkart Group bought a minority stake in Arvind Youth Brands, a subsidiary of Arvind Fashions Ltd (AFL), for Rs. 260 crore (US\$ 36.88 million). Introduced voice assistant to help customers buy groceries location in Mumbai

Marketing mix:



Product:

The online store has spread to multiple categories namely “Books , mobiles, computers , cameras, home and kitchen application, TV and home theatre system, personal and health care product and stationary items as well

Place:

Inventory at 4 major Centers: Delhi, Mumbai, Bangalore & Kolkata. Delivery service through e-kart & postal services. Covers all tier-1 cities, major tier-2 cities & tier-3 cities

Price:

It can be offers, discounts, and E- gift vouchers

Promotion:

It is done by Advertising, Online marketing, Affiliate marketing

People:

It involves customer services, Investors, Employees

Process:

Process is like Cash on delivery, Debit and Credit card transactions, Pay zippy safe payment

Physical Evidence:

The physical evidences are the packing and quality of their product, prompt delivery (one day delivery), 30 day return policy

Marketing Mix 7Ps- Flipkart



Business Analysis of Flipkart's;

It has an interesting B2C model which includes Customer Relation Management, Supply chain, and Advertisements.

The various options for selling and buying through Flipkart are through;

Flipkart website

The web app

Social websites

Advertised or affiliated networks like review websites, coupon websites, bloggers, etc

Other Sources of Revenue for Flipkart

Flipkart generates revenue not just by selling products but has various revenue channels including:

Logistics;

This is revenue collected from the sellers for shipping their products. It provides services to its sellers which are similar to other courier companies. The charges of delivery services vary from place to place and the distance required to be covered.

Digital Media;

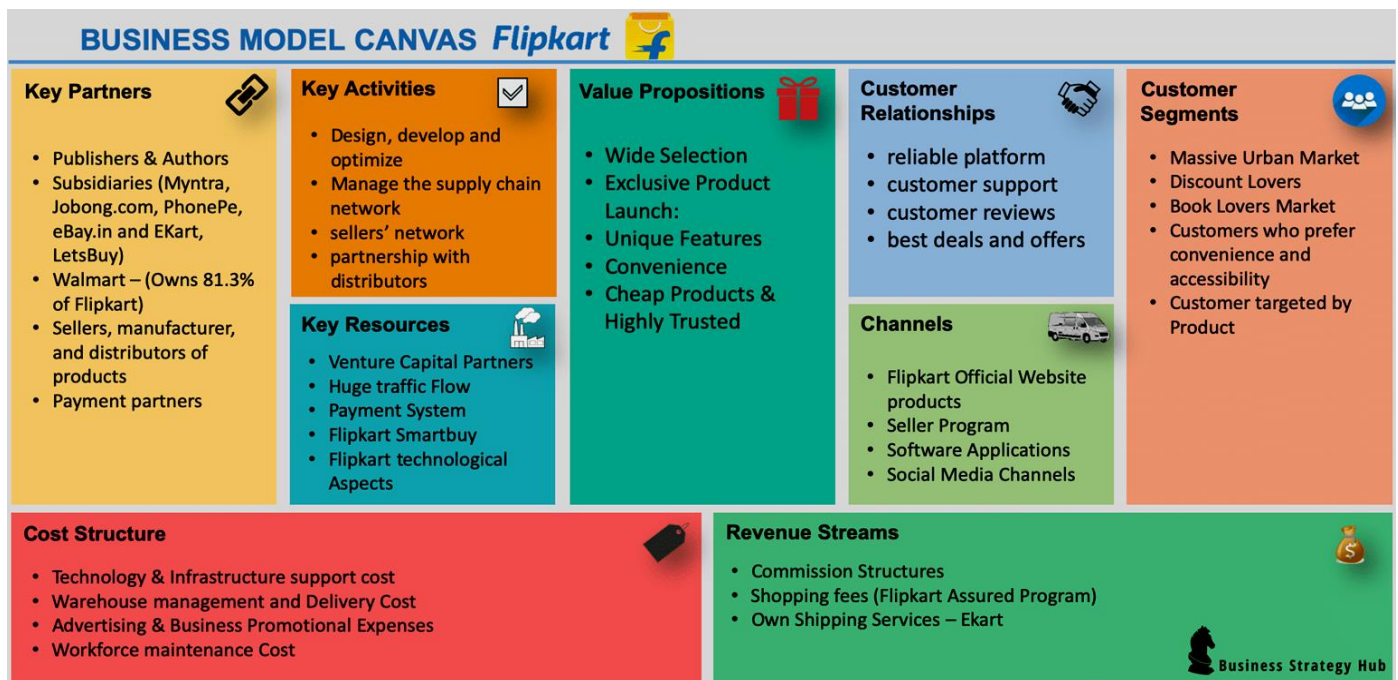
Flipkart sells ads to the sellers or brands as well as various products such as co-advertising, co-branding, etc

Co-branding Opportunities on Flipkart's Homepage;

The slider on Flipkart's homepage introduces a chance for sellers to advertise their products and launches to the buyers which get thousands of views.

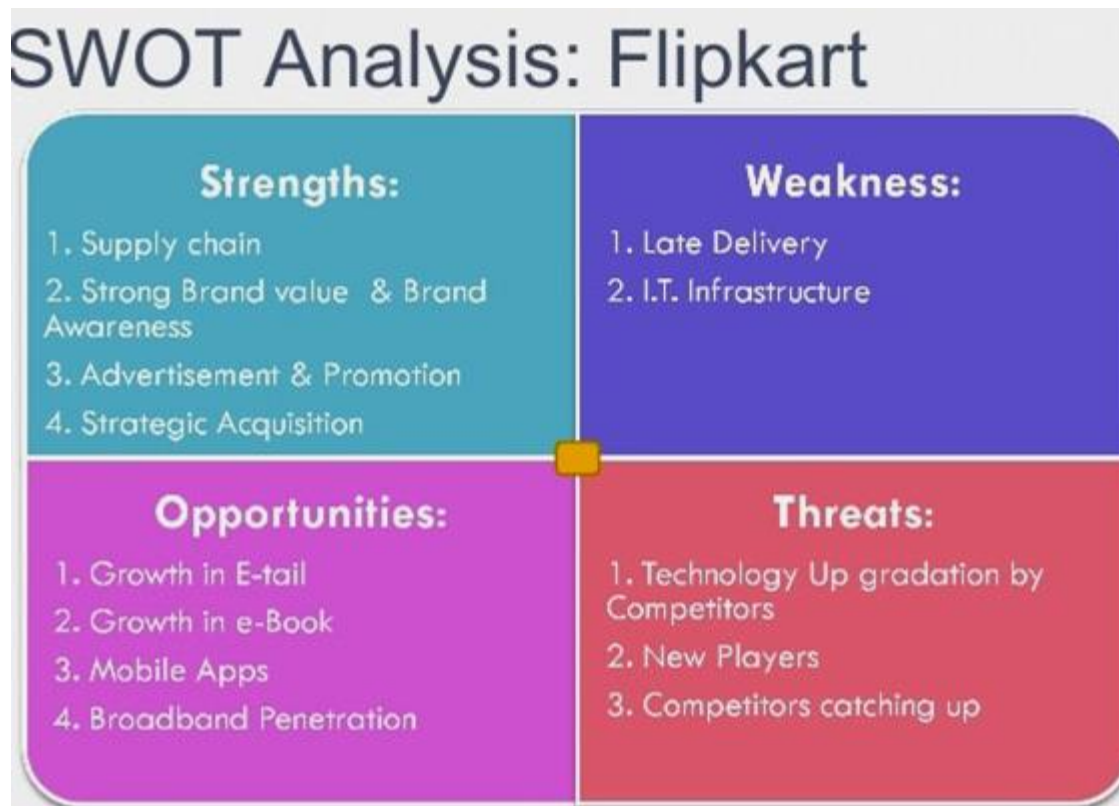
Target Search Results;

This works like when someone searches for a product, Flipkart decides which sellers' products are to be shown on the top. This is the space that will be solved by Flipkart shortly.



SWOT analysis:

Now let us get to the **SWOT analysis of Flipkart**. This is how the internal and external factors affect Flipkart and its success. You can also analyse and indicate the strategic improvements that the company can cater to in future. This section will comprehensively figure out why Flipkart is such a huge success story. Flipkart SWOT analysis facilitates a critical assessment of strengths, weaknesses, opportunities and threats related to product & service. The following illustrates Red Bull SWOT analysis:



SWOT Analysis

Strengths:

Flipkart continuous dominance in online retail and is attributable to numerous internal factors. These refer to the strengths of Flipkart, and here I will be taking you through some of them.

Experienced Foundation:

The online retail industry in India was taking its baby steps back in 2007-08. And at that time, Flipkart's founders (Bansal brothers) who had just worked at Amazon were leading the firm. Their technical expertise in online retail industry eased Flipkart's growth and prominence. Even after Amazon's entry, the competition is still cut throat owing to the great foundations laid by them.

Strategic Acquisitions & Partnerships:

Flipkart has consistently been able to establish tie-ups with likes of Myntra, Jabong, Walmart because it wanted to solidify its position. Having a separate brand pertaining to fashion and one for digital payments (PhonePe) contributes greatly to brand equity. Further, Flipkart has entered many strategic partnerships like Ekart, Chakpak, Letsbuy, Walmart etc. This enables Flipkart to bolster their logistics, payment gateways and digital content creation.

Weakness

Excessive Advertisement Expenses:

Flipkart spends as much as 30% of its annual revenues on marketing and advertising, much higher than HUL. Now, that's a steep benchmark! Flipkart relies on heavy discounts, spending crores to attract and retain customers because it wants higher visibility across mediums. And, Flipkart reported a loss of Rs 1950 crores in FY2020 even though revenue grew by 32%. Therefore, 'Big Billion Day' has become a trademark yearly sale event for online shoppers. But excessive spends on ads is not sustainable in the long run.

Lack of Technological Innovation:

Flipkart distribution channels and outreach are limited and nowhere comparable to its top competitors. The supply chain and logistics for the products delivered to users' needs massive upliftment. The Just-in-Time inventory philosophy needs to be followed as shipping times and lead times to completing order is too high for Flipkart. Further, Flipkart has lacked on the R&D aspect of technology - routing users from various mediums to their website exactly what Alexa does for Amazon.

Opportunities

While there are many obstacles on the way, there are situations where Flipkart can benefit and leverage from. Let's take a look at the Opportunities:

Post-Pandemic Sentiments

Just like COVID has wreaked havoc globally, it also provides **great impetus for embracing 'digital'**. As more and more consumers are being aware and switching to online consumption of services. You might be ordering your daily essentials through these E-commerce websites. It is a golden opportunity for Flipkart to grab on. They should extend its range of offerings focusing on consumer sentiments and insights.

Threats

In this era of intense competition for survival, there are some threats of Flipkart that it must be wary of. Let's take a look at them

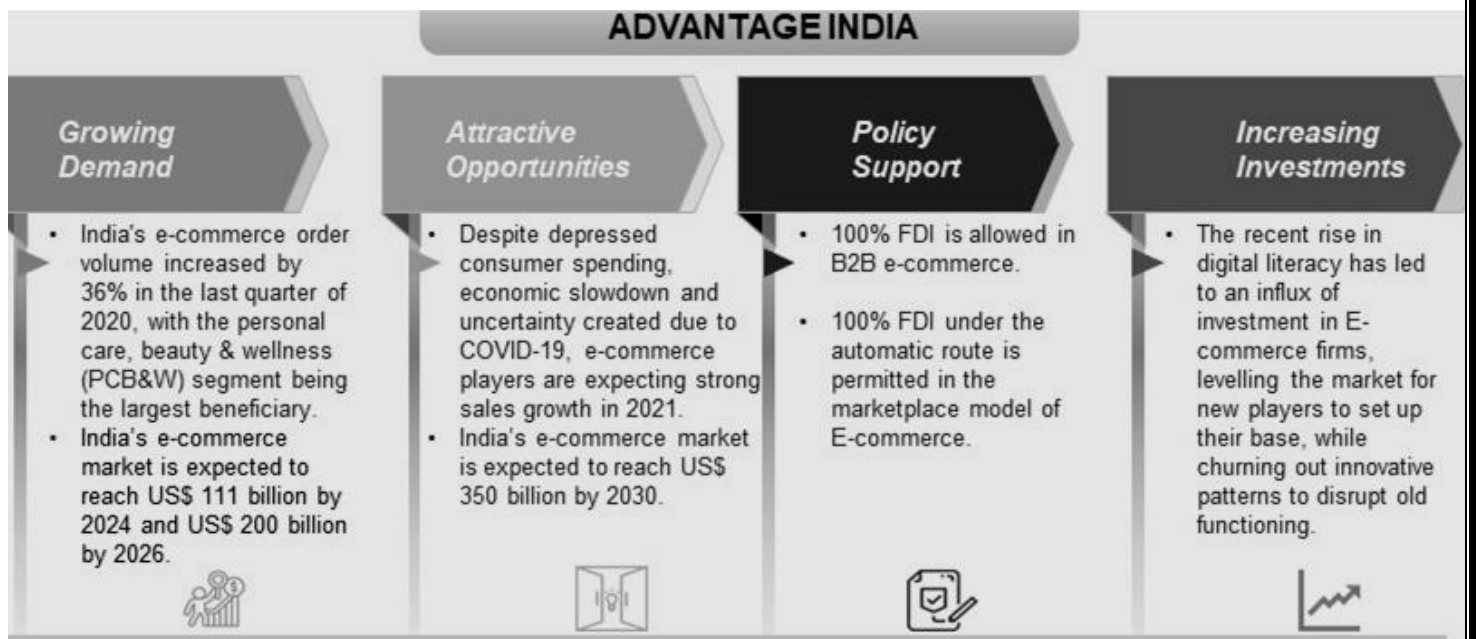
Threat of Intense Rivalry

There is no dearth of competitors in the online retail space. Be it international players like Amazon, eBay, and Alibaba or local ones like Shopclues, Snapdeal, and Paytm etc. Presence of so many rivals selling similar products immensely reduces revenues. Two top firms in Amazon & Flipkart are locked in a battle of burning cash, offering festive sales and ambitious money infusions from investors. Because they both want to conquer the Indian online retail market and oust the other.

Chapter-2 Industry Analysis

(E-commerce in India, market size and growth, demands)

Chapter-2 Industry Analysis



E-commerce in India:

India has an Internet user base of about 696.77million as of May 2020, about 40% of the population. Despite being the second-largest user base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point.

In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products (including long-tail items) is growing faster than in-country supply from authorized distributors and e-commerce offerings. Long tail business strategy allows companies to realize significant profits by selling low volumes of hard-to-find items to many customers, instead of only selling large volumes of a reduced number of popular items. The term was first coined in 2004 by Chris Anderson.

In 2017, the largest e-commerce companies in India were Flipkart, Snapdeal and Amazon. In 2018, Amazon beat Flipkart and was recorded the biggest ecommerce in India in terms of revenue. In 2020, Flipkart heavily outsold Amazon by almost two to one by sales during festive retail season.

Market size and growth:

India's e-commerce market was worth about \$3.9 billion in 2009. As per "India Goes Digital", a report by Avendus Capital, the Indian e-commerce market is estimated at ₹28,500 Crore (\$6.3 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India

had a growth rate of 22% over the next 4 years and reach ₹54,800 crore (\$12.2 billion) in size by 2015. Indian e-tailing industry is estimated at ₹3,600 crore (US\$800 million) in 2011 and estimated to grow to ₹53,000 crore (\$11.8 billion) in 2015. The market went up to \$12.6 billion in 2013. In 2013, the e-retail segment was worth US\$2.3 billion. About 79% of India's e-commerce market was travel related in 2013. According to Google India, there were 35 million online shoppers in India in 2014 Q1 and was expected to cross 100 million mark by end of year 2016.

CAGR vis-à-vis a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales. Overall e-commerce market had reached 1, 07,800 crores (US\$24 billion) by the year 2015 with both online travel and e-tailing contributing equally. Another big segment in e-commerce is mobile/DTH recharge with nearly 1 million transactions daily by operator websites. Year 2016 also saw online sales of luxury products like jeweler also increased. Most of the retail brands have also started entering into the market and they expect at least 20% sales through online in next 2–3 years. According to Google India Research in 2016, by 2021 India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce

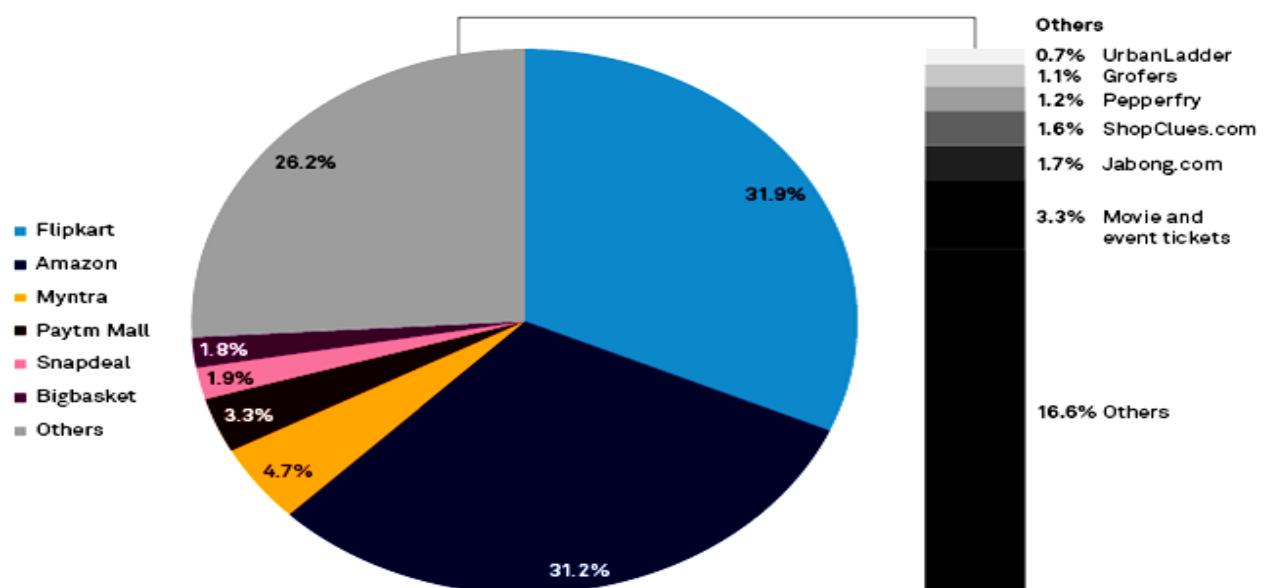
Collaborations:

In light of the Covid-19 pandemic, the Indian government issued a directive to stop delivery of non-essential items by e-commerce platforms. This led to many e-commerce platforms to collaborate and sell essential goods. For e.g. Myntra partnered with Wild craft to sell protective face masks. McCoy Mart partnered with Rossari Biotech Ltd to sell hand sanitizers. Flipkart partnered with Uber for last mile delivery of essentials to its customers.

Indian e-commerce market segregation

Indian e-commerce market, 2018

Gross merchandise value



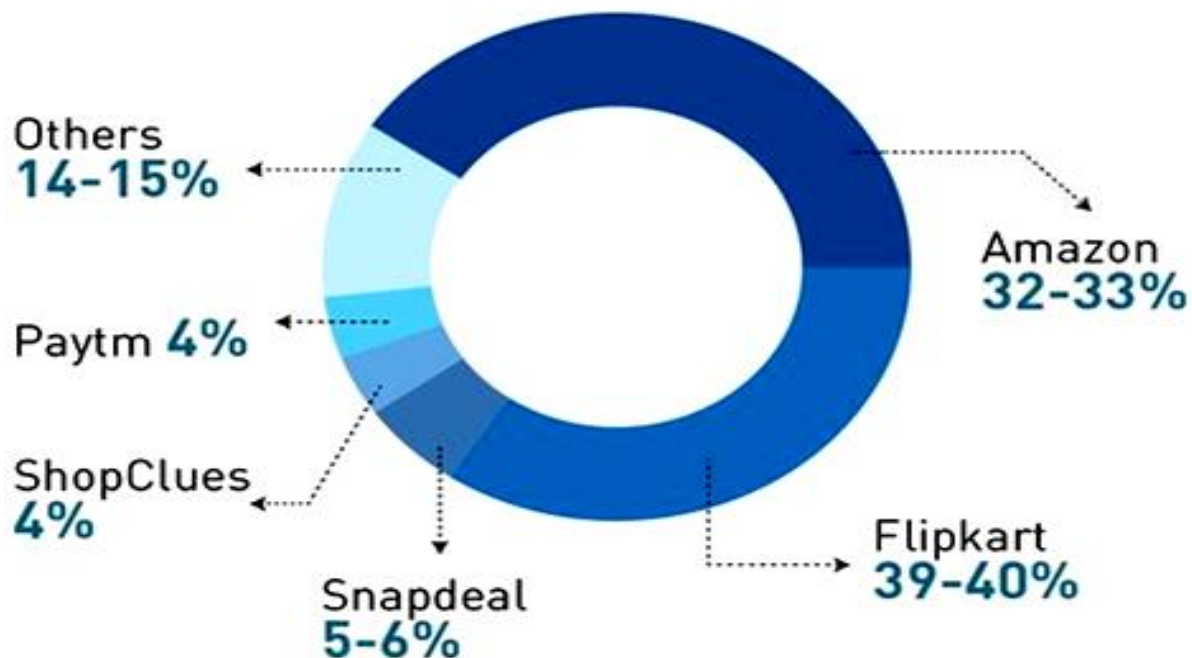
Data compiled Oct. 9, 2019.

Source: ForresterAnalytics: Online Retail Forecast, 2018 To 2023 (Asia Pacific)

Amazon's moneybag is loaded. Bezos has committed \$5 billion to the Indian business. "Amazon looks better positioned to lead the e-commerce wave, for they have money—the most critical factor—and global expertise in running online retail. Amazon has also gone slightly heavier on discounts, attracting more customers. Their service excellence and India-centric innovations have worked in their favour," said Aryaman Tandon, director of Praxis Global Alliance, a management consulting firm

Flipkart has also been filling its war chest. It raised \$1.4 billion earlier this year from Microsoft, eBay and Tencent Holdings. With the Soft Bank investment, its funding woes seem to have been sorted. "This is a monumental deal for Flipkart and India. Very few economies globally attract such overwhelming interest from top-tier investors. It is recognition of India's unparalleled potential to become a leader in technology and e-commerce on a massive scale. Soft Bank's proven track record of partnering with transformative technology leaders has earned it the reputation of being a visionary investor," said Binny Bansal and Sachin Bansal, founders of Flipkart

E-tailers market share



GRAPHICS: SYAM KRISHNAN; RESEARCH: NEERAJ KRISHNAN

Sample Size;

The 2020 report consists of a sample size of 800, with 63% males and 37% females. 71% respondents were between 18 to 35 years of age. The respondents were spread across Delhi, Mumbai, Kolkata, Bangalore, Ahmadabad, Pune, Hyderabad, and Others.

Products that Generate Maximum Online Interest as if now 2020

In terms of online interest generated, Google compiled consumer search data to come up with a list of top

Product categories. These are:

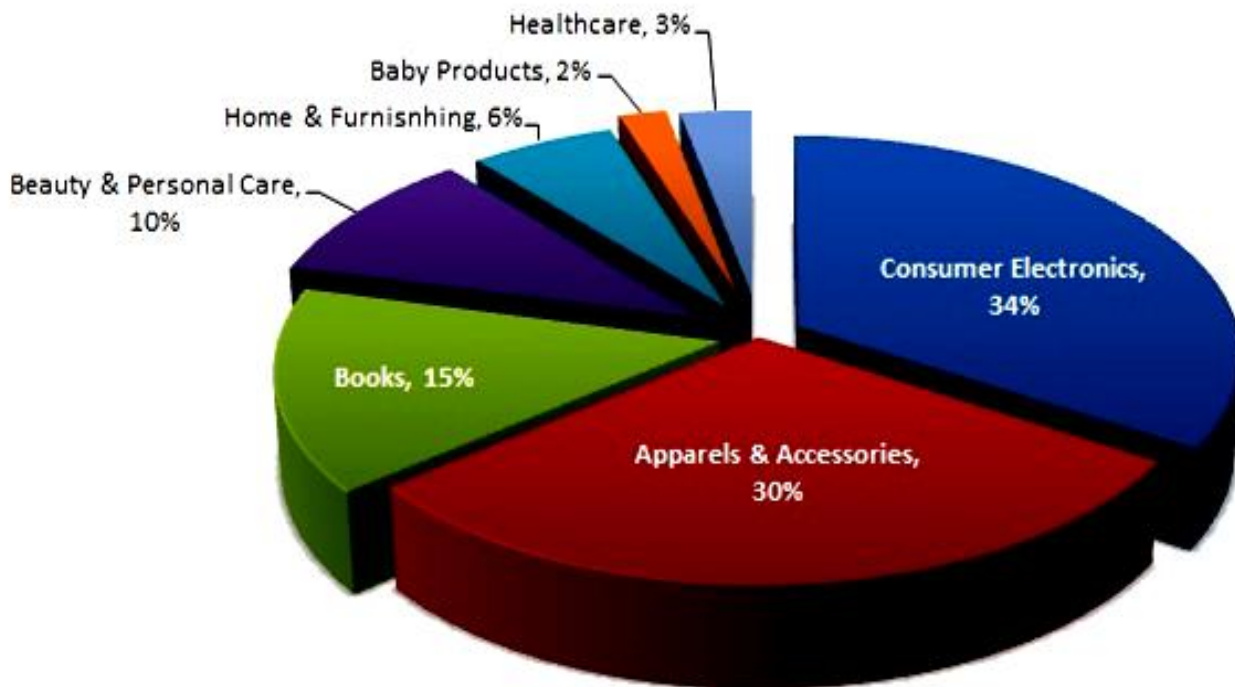
Electronics (34%)
Apparel and Accessories (30%)
Books (15%)
Beauty and Personal Care (10%)
Home and Furnishing (6%)
Healthcare (3%)
Baby Care (2%)

Products with Maximum Sales Figures

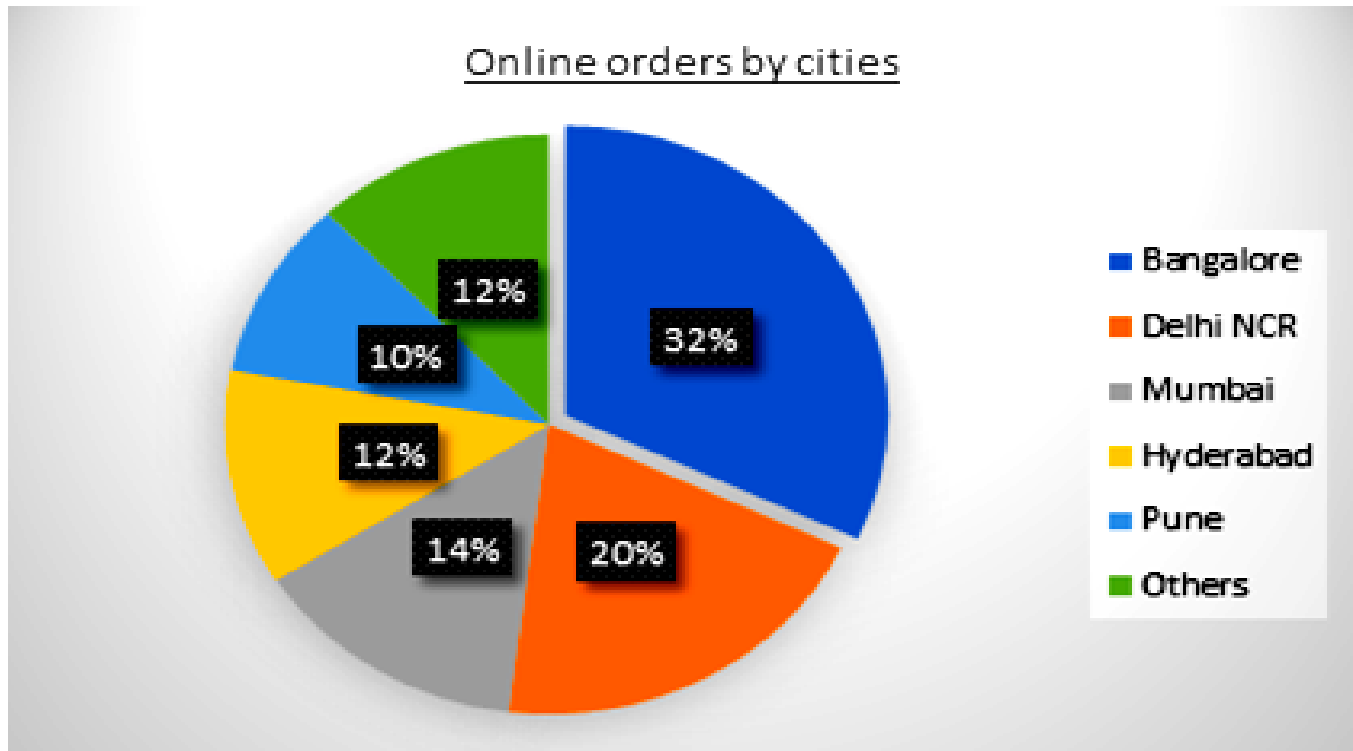
In terms of products sold online, the figures change slightly. Here is the list:

Apparel and Accessories (84%)
Electronics (71%)
Beauty and Personal Care (64%)
Books (62%)
Household Products (61%)

Highest Number of Shopping Queries



The demands of e commerce according to place:



Source: IAMAI, RedSeer Analysis

Chapter-3 Competitor Analysis
(Major competitors, online market place)

Chapter-3 Competitor Analysis

Focused online stores:

There are many stores which are focused on a single strategy which are direct Flipkart competitors. Some of them include the likes of Industry buying (industrial material) or homeshop18 (home appliances). Such focused online stores take away the market share of such products from the massive online portals like Flipkart. Although they are small in size, the focused approach helps in turnover for these portals.

Currently, many of the business units around, both local and regional are embracing online stores as the ideal approach to shopping and making payments. Several online stores are beginning to come up with measures that would ensure they offer intense competition to the relatively renowned e-retailers as a way of acquiring a market share for the services they provide. Online stores such as Lifestyle , Zara and others are coming up with their own platforms that form the basis for online shopping. It, therefore, follows that consumers will have the preference buying from these online stores rather than buying from an e-commerce portal.

Digitalization of several entities has made it possible for consumers to shop and make their purchases online easily. Quite a good number of business entities have established their online platforms to enable consumers of different commodities to buy from such platforms. They also provide the clients with an array of options hence making it easy to acquire the ideal goods.

However, it is the competition that is in this industry that we want to talk about. Flipkart is one of the online stores that offer a wide range of product for its customers. It was established in 2007 its headquarters are located in Bangalore, India. It initially started as an online portal for retailing books but later transformed to electronics and later on fashion. It is the largest e-commerce portal in India and carries out approximately 20 sales per minute. Some of the **top Flipkart competitors** in the industry include the following;

Major competitors of Flipkart:

Amazon:

Amazon is arguably the world's largest online shopping store. It offers a wide array of services including online retail, consumer electronics, multimedia content and computing services among others. It is ranked as the leading online retailer in the US generating estimated net sales of close to \$140 billion in 2016. A considerable part of its revenue is generated from the online sale of electronics and other related goods. It is also one of the most valuable brands in the world with approximately 400 million customers with active accounts globally. Amazon also offers its services through mobile App and digital products like music and videos. It currently has over 370,000 employees worldwide. Amazon is the topmost Flipkart competitor due to its increasing market share.



Snapdeal:

Snapdeal is another Indian based e-commerce company that offers online retail services. It was founded in 2010 but has risen to become one of the biggest e-retailers in India. It serves a significant number of sellers and consumers of different products from different location all over the country. It has a broader assortment of products estimated to be over 35 million obtained from more than 125,000 retailers and brands, both local and international

Over the period of its existence, it has been able to acquire some businesses such as Grabbon.com, esportsbuy.com, and Doozon.com, which has made it possible to expand and become a solid competitor in the e-retailing sector, especially in India. Recently, Snapdeal has dropped much in its brand equity and its online sales have dropped drastically. However, due to its legacy, it is still one of the top Flipkart Competitors

**Alibaba:**

Alibaba is another giant company that offers online commerce services. It was founded in 1999 as a simple B2B online shopping portal but later grew to become the biggest e-commerce portal in Asia offering B2B, C2C, and B2C online services. The total revenue that this company generated in 2017 financial is estimated to be around 158.3 bn RMB, an equivalent of over \$24 billion.

As a leading e-retailer in Asia and also penetrating other parts of the world. Alibaba has employed over 51,000 employees to help in facilitating various processes involved in buying and selling of different products on the platform. Astonishingly, Alibaba has been able to receive a total number of record an average of approximately 812 million orders per day in the entire 2017.

**Myntra:**

Myntra is a part of Flipkart but is a competitor of the online portal where fashion is concerned. Myntra is an Indian-based online marketplace for a wide range of fashion items. It was founded in 2007 with the primary aim of customizing different types of gift items, especially that are related to fashion. Later on in about three years Myntra chose to shift focus and started to sell branded apparels. Amazon entered the Indian market in mid-2013, and it provided stiff competition to local online retailers.

This move forced Myntra to merge with Flipkart in 2014 as a means of countering the competition that Amazon and other relatively popular offline vendors brought on board. It has since grown to become one

of the fiercest competitors in the online fashion sector in India where it has already established a significant market share.



Shopclues:

Shopclues is an online platform that offers consumers with the opportunity to shop and make payments for different types of products . It was founded in 2011, but it has improved its services and brand visibility to become among the highly regarded online marketplaces in India. It deals explicitly with home appliances, kitchen wares, electronics and fashion products that are owned by local and regional brands

It surpassed the half a million mark in regards to merchants in the platform in 2016, which is apparently seen as one of its most significant milestones since it was established. Shopclues employs more than 11,000 workers, and it's projected that the number will rise in the coming years going by the improvements made in this online marketplace and increasing number of both sellers and buyers.



Strength and weakness of competitors:

Amazon:

Strengths;

1. Low cost structure, the largest merchandise selection and a huge number of third party sellers
2. Synergies between Marketplace, Amazon Web Services, Prime and subscription services
3. Largest Merchandise Selection
4. Large number of third-party sellers

Weakness:

1. Easily imitable business model
2. Limited brick-and-mortar presence
3. Unfair use of third party data
4. Overdependence on distributors

Snapdeal:**Strength;**

1. Strong relationship with existing suppliers
 2. Superior product and services quality can help Snapdeal Jockeyed to further increase its market
 3. Share as the current customer is extremely loyal to it.
- Intellectual Property Rights.

Weakness;

1. Weaknesses are the areas, capabilities or skills in which Snapdeal.com Jockeyed lacks.
2. Snapdeal.com Jockeyed business model can be easily replicated even with the number of patents and copyrights the company possess.
3. Lack of critical talent

Alibaba:**Strength;**

1. It has a large customer base: the population of China.
2. Strong innovation underpins Alibaba's growth strategy.
3. Alibaba's retail sector benefits from a strong dealer community.

Weakness;

1. Alibaba's work-life-balance leaves much to be desired
2. The company has over-dependence on the Chinese market.
3. Alibaba's revenue streams are insufficiently diversified.

Myntra:**Strength;**

1. Strong Captured Marketing& Promotional Advertisement
2. Quick & Fast Delivery System
3. Strong Brand Equity

Weakness;

1. Low Number of Outlets
2. Need of High Technology
3. Franchise Related Issue

Shop clues:

Strength;

1. A large seller's base comprising of 75,000 plus sellers.
2. Loyalty system in the form of Clues Bucks'
3. Great marketing initiatives like the Make in India campaign, Diwali Flea Market, Shop Clues Factory Outlet etc

Weakness;

1. Relatively less brand visibility in metros in comparison to its strong competitors.
2. Limited market share growth due to intense competition.



Indian Online Marketplaces: A Head-to-Head Comparison

Basic Comparison:

	Flipkart	Amazon India	eBay India	Snapdeal	ShopClues
Launched In	April 2013	June 2013	2005	2010	2011
No. of Sellers/ Merchants	30,000+	16,000+	30,000+	100,000+	100,000+
No. of Listed Products	20 Million+	19 Million+	1.5 Million+	1 Million+	16 Million+
Product Categories Offered	70 (Structured)	13 Departments (Structured)	30+ (Structured)	500 (Unstructured)	5000 (Unstructured)
Most Popular Categories	Apparel & footwear, Home decor, Mobile accessories	Books, Consumer electronics, Baby products	Collectibles and Apparels	Lifestyle and Electronics	Home & kitchen, Apparel, Small electronics

Pricing:

	Flipkart	Amazon Indian	eBay India	Snapdeal	ShopClues
Subscription Fee	Free	INR 499/month	INR 499/month (For basic store)	Free	Free
Listing Fee	Free	INR 10/Sale	Free for the first 100 products	Free	Free
Payment Gateway Fee	None	None	4.5% PaisaPay Fee + 12.36% Service Tax	None	None
Commission (Depends upon product category)	4 - 20%	5 - 15%	1 - 7%	4 - 20%	4 - 20%
Payout Period	Dispatch Date + 7 business days for tier 1 sellers	7 days	Upon customer confirmation	Dispatch Date + 3 weeks	Every Wednesday for all orders completed before Monday

Big competitor of Flipkart “Flipkart vs. Amazon”;

Indian e-commerce company Flipkart is in fierce rivalry with Amazon over the country’s online retail market. Both have unique advantages, but the true test will be which company can best tailor its offerings to the Indian consumer’s palate.

Amazon vs Flipkart

Comparison Table

Characteristic	Amazon	Flipkart
Founders	Founded by Jeff Bezos	Founded by Binny Bansal and Sachin Bansal
Date founded	Founded in 1994 in Seattle, Washington	Founded in 2007 in India
Company Type	Is a public listed company	Is a private listed company
Headquarters	Headquarters is in Seattle, Washington	headquarters in Bangalore, India
Revenue	Revenue for Amazon was estimated at US\$177.866 billion as at 2017	Revenue for Flipkart was estimated at US\$2.8 billion as at 2017
Products and services	Offers services and products including electronics, video games, apparel, food, furniture, toys, software as well as jewelry	Offers products and services such as electronics, lifestyle and fashion products
Subsidiaries	Has several subsidiaries including Amazon Air, body labs, goodreads, zappos, graphiq, Amazon game studios, and Abe books	Has subsidiaries including PhonePe, which is a mobile payments service, Myntra, Ekart, Jeeves and Jabong.com

Summary of Amazon vs. Flipkart;

The importance of technology leading to e-commerce is largely appreciated. These platforms help connect the producers and the consumers, which is an economic growth booster. Although these companies may have their differences, they remain vital in the areas under which they operate.

Chapter -4 Customer Analysis

(About customer, Factors influencing, Customer buying process, CRM at Flipkart)

Chapter -4 Customer Analysis

About customer:

Customers are a company's most important resource. A strong and loyal customer base means increased sales and better output. Building customer relationships is very important for business growth. For this, you need to know and understand your customer's needs and buying behavior. This is at the core of every successful business. Once you understand your customer's behavior, you can use it to attract potential customers, engage the existing customers and sell your products more effectively. Here are five important, yet little known facts about online shoppers.

3 important things about customer:

1. They shop during lunch hours;

People are most likely to shop online during their lunch hour. According to Infinite Analytics, an analytics company, 11 a.m. to 2 p.m. is the time when e-commerce websites witness the most traffic. The research also revealed that after 2 p.m., as evening approaches, the traffic starts to peter out. The least traffic is during the morning hours.

For sellers, this is good insight into customers' shopping behavior. If you are listing new products or employing product ads to promote your products: plan in advance to ensure that your products gain maximum visibility. This is also a strong indicator as to when to roll out the discount offers. Most e-commerce platforms trigger their discount sales to coincide with these timings. So, it is a good idea for sellers to participate in these campaigns to increase sales.

2. COD still holds away;

According to Ernst & Young, Cash on Delivery (COD), is one of the key growth drivers of e-commerce and accounts for 50% to 80% of online transactions in India. COD is a risk-free transaction for a customer who is still testing online shopping.

Many shy away from sharing their credit card or debit card information online. Also, slow Internet connectivity and complex online transaction processes can make the buying experience quite a task. COD makes people more comfortable about shopping in online stores. Payments are made only after the product has been delivered at the doorstep, thereby mitigating any risks of losing money.

3. it's all about discounts;

Everyone loves a good deal. Discounts are one of the major factors that attract people to shop online. In fact, a recent study about customers tells that 32% of Indian shoppers viewed a product catalogue online at least once a day. The study also indicated that there is a pattern where customers are making many impulsive and unplanned purchases based on what they like while browsing. The same study found that 74% of shoppers preferred shopping online because of discounts!

Types of customer:

A Customer Type is a group of visitors to your site that can be defined by you. It is useful in providing unique content to a group of visitors defined as a Customer Type. Some of the areas where Customer Types are commonly used are: Pricing: To define pricing levels of different types of customer types.

1. Impulsive Instagram Shopper

The rise of visual platforms hands considerable power to ecommerce store owners. Not every online shopper is the same, and therefore, great writing doesn't wow all site visitors. Some people are more enticed by powerful imagery. From the widgets and graphics, to video tutorials and professional photos, you can use visuals to add a lot of weight to your value proposition. Studies indicate that people remember about 50% of visual content, compared to just 10% of text-based pages. Don't stop at words. Make sure you use great images to make your brand more memorable on social media and on your ecommerce store.

2. The Last-Minute Shopper

The fear of missing out (FOMO) can play on the minds of online shoppers, especially millennial. As they are constantly using their mobile devices, it's easy for them to browse through online stores when they are on the go. Making a purchase is only a few buttons away, with minimal touch points involved. This is especially true when they have the app for an online store. Companies can leverage FOMO by first nurturing a relationship with these customers, then by reaching out on special occasions such as their birthday. Clever wordplay that highlights scarcity can drive conversions.

For example, telling your customers that your new line of limited edition sports trainers are "Selling Out Fast" can instill that fear in them.

Target focused on earning more from last-minute shoppers before Christmas by offering free shipping, right up to the big day.

3. Researcher / Browser

This is one of the most common buyer personas in any industry. The researcher will dig deep before making any purchase, considering all the information and angles, including:

- Product description and features
- FAQ sections for the product
- Customer reviews and ratings
- Images and video content

Writing powerful product descriptions is essential, as you need to provide prospects with all the information they need to make a decision. Furthermore, don't underestimate the value of having reviews and feedback from previous customers. More than 80% of people seek the opinions of friends and family before making major purchases.

Social proof matters, which means there is a lot to be gained if your company can learn how to leverage it.

Factors Influencing Consumer Behavior in Buying Process:

The consumer decision process explains the internal process as well as individual behavior for making decisions about buying of product or service.

1. Cultural Factors
2. Social Factors
3. Personal Factors
4. Psychological Factors
5. Economic Factors

1. Cultural Factors;

Culture: The set of basic values, perceptions, wants, and behaviors learned by a member of society from family and other important institutions.

Consumers live in a complex social and cultural environment. The types of products and services they buy can be influenced by the overall cultural context in which they grow up to become individuals.

Below are some of the important cultural factors are given;

- Culture
- Subculture
- Social Class

2 .Social Factors;

Social factors, in turn, reflect a constant and dynamic influx through which individuals learn different consumption meanings. Below are some of the important social factors are given:

- Family
- Reference Groups
- Roles and status

3 .Personal Factor;

A person's consumption behavior is shaped by his personal characteristics. Below are some of the important personal Factors given:

- Age
- Income
- Personality
- Self-concept
- Occupation
- Lifestyle
- Gender

4. Psychological Factor;

Psychological factors also influenced consumers. Internal psychological factors also direct the decision-making process. These factors influence the reason or 'why' of buying. Below are some of the important psychological factors are given.

- Motivation
- Learning
- Attitudes and Beliefs
- Perception

5. Economic Factor;

Economic factor also has a significant influence on buying decision of consumer behavior. Below are some of the important economic factors are given:

- Personal and Family Income
- Income Expectations
- Consumer Credit
- Liquid Assets

Customer Buying Product From E commerce (B2C/B2B) :

E-commerce refers to the process of buying or selling products or services over the Internet. Online shopping is becoming increasingly popular because of speed and ease of use for customers. ... Business to Consumer (B2C) involves the online sales of goods, services and provision of information directly to consumers.



AIDA Model:

The AIDA Model, which stands for Attention, Interest, Desire, and Action model, is an advertising effect model that identifies the stages that an individual goes through during the process of purchasing a product. It includes material cost, direct or service.

Awareness – The customer takes notice of the product through various marketing channels

Interest – The customer gets interested in the product

Desire – The customer moves from interest stage “to have it is better” to desire stage “I must have this.”

Action – The customer turns desire into action and purchase the product.

1 .Attract attention:

The product must attract the consumer's attention. This is done via the advertising materials. It is a type of “eye catcher.”

Examples: a window designed in a striking way, a sensational YouTube clip, or a themed newsletter, or a graphic on a landing page.

2 . Maintain interest:

In the first phase, the attention of the potential customer is piqued; their interest in the product or service should be aroused.

Example: detailed information on the product is presented, for example, the product description on a website, a product brochure or flyer, photos, or video clip of the product.

3 .Create desire:

If interest in the product is aroused, it is the seller’s task to persuade the customer that they want to own this product. In the best-case scenario, the advertisement or the product itself creates the desire to purchase.

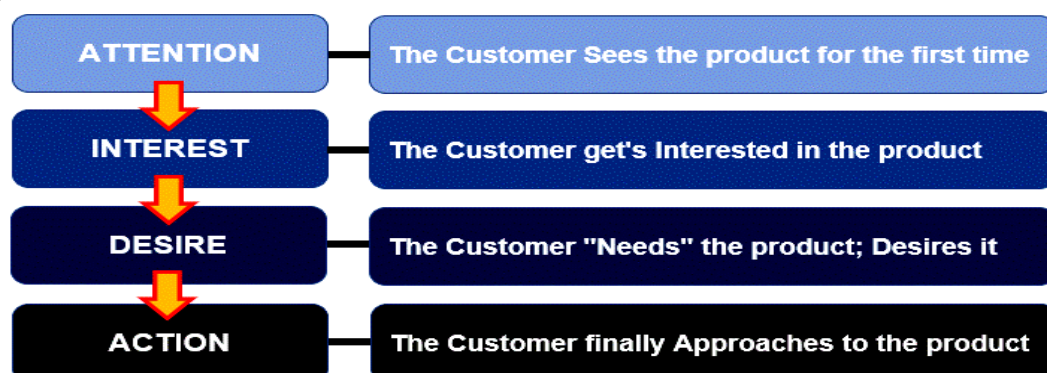
Example: the seller provides clear examples of the advantages of the product or service, taking into account the daily lives of the target group. In the online shop, a bullet point list can generate the desire to buy. This desire to buy can also be awakened by an advertising medium that specifically addresses the emotions of the customer.

4. Take action:

As soon as the desire to buy is aroused, this must be transferred into an action, that is, the purchase.

Example: In the case of online shops, this would ultimately be the shopping cart process, in which a customer is lead to a conversion. The customer can be encouraged to buy the product with a call-to-action.

Nowadays, the AIDA formula is frequently supplemented with an “S” for "satisfaction", because the product has to ultimately satisfy the consumer. Customer satisfaction does not lie solely with the advertising but rather with the product itself. Therefore, the basic constellation of the four phases is only the prerequisite for the sale.



Post Purchase Behavior:

Post-purchase behavior refers to the behavior of a consumer after his commitment to a product has been made.

So post-purchase behavior leads to three situations, namely;

- Customer is satisfied
- Customer is delighted
- Customer is dissatisfied.

Cognitive dissonance: Buyer discomfort caused by post purchase conflict.

CRM of Flipkart:

Flipkart is India's largest online retailer. It went online in 2007 with the objective of making books easily available to anyone who had internet access. The founders have said the following of their Mission and Vision in interviews and on their company page on the website Mission: To provide customers a memorable shopping experience Vision: To be the largest online retailer in India/ To be the Amazon of India Be it our path-breaking services like Cash on Delivery, a 30-day replacement policy, EMI options, free shipping - and of course the great prices that we offer, everything we do revolves around our obsession with providing our customers a memorable online shopping experience. Then there are our dedicated Flipkart delivery partners who work round the clock to personally make sure the packages reach on time

Customer Relationship Management is the cornerstone of the Flipkart business model. In a market with several sellers selling generic products, the businesses have to be extremely differentiated. Flipkart has now adopted a marketplace model where it fulfills the order but gets the best offers from several suppliers. Thus, it has already made itself price competitive.

CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES BY FLIPKART :

1. A customer centric approach to management Flipkart can be said to be the pioneer in initiating the skeptical Indian shopper into online retailer.
2. Technological support at the operational level to facilitate CRM Sales Force Automation SFA is the application of technology to support regular sales functions and includes tools that are employed by users to perform administrative and other repetitive tasks. SFA transforms repetitive and routine manual processes to automated processes, which helps sales reps operate in a more efficient manner.
3. Customer knowledge discovery Flipkart has an amazing recommendation system at place to make product discovery faster and seamless .The recommendation system used by Flip Kart predicts users intent and helps connect them with products they need or perhaps be interested in an automated manner. They help users in following ways : Help find , Help decide, Excite or wow
4. Customer demographic analysis and customer behavior modeling Flipkart customers fall in to the categories of youth
5. Customer value assessment value assessment at Flipkart is done through various metrics such as: Click-through-rates Relevance/ quality. Visibility Click-to-order Quality Confidence A/B Framework A/B framework is used to measure the success of web marketing programs as it allows multiple versions of the site to be live simultaneously.

Chapter- 5
(Actual work done, Findings and Analysis)

Chapter-5 Actual work done

Actual Work Done:

Flipkart so I was joined as a trainee at Flipkart & I was there for my internship which is based on a study of SCM (Supply Chain Management) of Flipkart. I was doing work under picking department, like picking there are some other departments such as;

Putting

Packing

In bound Receiving

CMT (conveyor Management Team)

IMR (Inventory Management Team)

Picking Process of a Product;

1. First take a HHD (Hand Held Device) it's like a cell phone, an electronic device.
2. Then do log-in by entering your own ID & Password.
3. Then do your mapping by giving your Casper ID in the system on the floor.
4. Then after mapping you will get task like its having information's which helps in picking process such as;

Pick list (WID-Warehouse ID, WSN- Warehouse Serial Number)

Pick zone (Pathway Number, Aisle number, Rack Number, Bin Number)

Cut off time

5. Then need to take the empty tote and Scanned the totes barcode with the help of HHD then that tote assigned with that particular task.
6. Then the pick list shown in the HHD, according to the location we can go to that particular location.
7. Then search the bin, after getting the bin location search the WID/WSN number which is there in the pick list on HHD match them properly.
8. Then if you get right WID/WSN then scan the WID/WSN with help of HHD
9. Then Scan the tote which is previously scanned in HHD then put that product in that tote only
10. One important thing is that, there is a level on tote that should not be over filled (tote)
11. Then if the task is not completed but the tote is filled then do close the tote on the HHD
12. Then take another tote then do the same like scan it with HHD for same task
13. After completing the task put the tote on conveyer which took that tote to packing department .
14. If , sometime the product is not there in the location then check properly if not get then click on send to IRT (Issue Resolving Team) on the HHD.



Work Done By IRT in picking department;

Most important work of IRT in picking department are;

- Short, wrong, excess issues
- Tote reconciliation issues
- **Short, wrong, excess issues;**

1. It means sometimes picker picks some less amount of product then that shows short issue
2. Sometimes picker pick wrong WID/WSN product that comes under wrong issues
3. Sometimes picker pick excess items then that comes under excess issues
4. Then we need to check on our system software called flo-lite what type of issue is that
5. Then take a note of that pick list /pick zone
6. Then mark that issue as checking on system
7. Then go to that pick zone and search that product with the help of a IMT person
8. Then if it's a short issue take that short amount from that bin if its available, if its not then check other locations where the picker pick different item, may he/she dropped
9. If not found then note that aisle number camera number & show it on flo-lite 'camera check'
10. If product founded then take that product to packaging department
11. Then handover them that product
12. Show then solved on system by mentioning your name like 'solved by Jituraj '
13. Same procedure for other issues like wrong and excess
14. In wrong you have to take the right product to packaging department and take the wrong one yes with the help of IMT person
15. In Case of excess also take that excess items from packaging by help of IMT person

- **Tote reconciliation;**

Like in this issue we need to check the floors

Sometimes the pickers are forget to put the picked tote on conveyer so that didn't reach at packing department so we need to check with the help of HHD by scanning the barcode of filled totes, if it picking tote then our work is to send that to packing department for packaging.

Packing area hand-overing the product ;



FS (Floor Supervision):

In that warehouse every floor need supervision because sometimes some employees are not doing jobs that we need to check some other works are there such as;

Sometimes because of rush of heavy load the employees facing problems like changing of the low battery of HHDs ,work cannot be stopped ,then need of empty totes in the floor so I need to check that whether totes are there or not if not I will put empty totes by the help of some employees .

My work was also like I need to check whether the floor is clean or not, clean in the sense after picking the product (Picked totes) is moved to packing department or not for packaging it may be by conveyer or by VRC (Vertically Reciprocating Conveyer).

‘VRC supervision of picking department’ It’s like Flipkart selling small, semi large, large product (Pest, Pads, TV/Grinders). So the large items cant moved by normal conveyer so that have to reach at packing department for packaging so by the use of VRC (Vertically Reciprocating Conveyer) we need to move that items for packaging. Sometimes its rush but yes I need to clear my floor as well as other floors because helping is good .

Proper utilization of space like the floor should not be jammed there should some be free space for work. Availability of trolleys.

Also check the work is going right or not the picking work. Pickers are doing their job or not, if some picker is not having tasks (Pick list) then send that picker to the picking desk for assigning him/her a new task. And before going back to home need to check the stepping tools are rightly placed or not if not then put that in proper size with help of employees.

5S Explanation



Findings, Challenges & Learning's:

- Great learning about time management
- Proper use of space
- Proper use of resources
- Proper Man power management
- Actual work knowledge
- Cell phone cannot connect because of network issues
- Doing the work with authority/ by instruction
- Not properly maintaining the note of hand jackets
- Not everyone obeying the rules
- You have to know the local language (basics)
- How to behave with others
- How to react in a particular situation
- Know about UDL (Uniformly Distributed Load)
- Communication gap between interns and supervisors.

Chapter -6
(Suggestions and Conclusions, Bibliography)

Chapter-6(Suggestion, conclusion & bibliography)

Suggestions:

- **FS (Flores supervisor)**

In Flipkart no doubt they are having efficient workers but I think they are not divide the works clearly like they should not work accordingly, in case of VRC (Vertically Reciprocating conveyer) each floor having supervisors accordingly but sometimes they are just fighting with each other, because all are wanted to clear their own floors first. In my point of view they can go for team work like they can check which floor is having more loads then they can work accordingly, like they can clear one floor then they can do the same accordingly

- **Excess load on Bins (from where products are picked for packaging)**

Sometimes the putters are putted the products excess on the bins so that it is very difficult to pick and sometimes some product fall down so the picker could not find the product easily. So I think is the putter puts right amount of product it will more beneficiary to all.

Conclusion:

This report is having a clear idea about the e-commerce business especially about Flipkart and the work done in a warehouse. An effective & planned process can make error free picking of a product and it will help other departments. It can also help the organization for their betterment of business.

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