



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

SUMMER INTERNSHIP REPORT

ON

**A STUDY ON ISSUE RESOLUTION MANAGEMENT RELATED TO
PACKING DEPARTMENT**

AT

FLIPKART KOLKATA WAREHOUSE

Student's Name

BPUT REGD. NO.:

Madhusmita Sahoo

2006258108

INTERNAL GUIDE-

EXTERNAL GUIDE

Dr. Neha Gupta

Mr. Sashi Kanth

BIJU PATNAIK UNIVERSITY OF TECHNOLOGY ODISHA



SUMMER INTERNSHIP PROJECT REPORT

ON

**A STUDY ON ISSUE RESOLUTION MANAGEMENT RELATED TO
PACKING DEPARTMENT**

Done at

FLIPKART KOLKATA WAREHOUSE

BY

MADHUSMITA SAHOO

REG. NO – 2006258108

**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
MANAGEMENT STUDIES(BIITM)**



MASTER OF BUSINESS ADMINISTRATION

2020 – 22

CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “**A STUDY ON ISSUE RESOLUTION MANAGEMENT RELATED TO PACKING DEPARTMENT**” which is submitted by MADHUSMITA SAHOO in partial fulfillment of the requirement for the award of Master of Business Studies, (BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES(BIITM)) Dr. Neha Gupta, is a record of the candidate's own work carried out by her under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized Signatory:

Date:

CERTIFICATE BY THE ORGANIZATION

This is to certify that Ms. Madhusmita Sahoo, student of BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES(BIITM) has successfully completed her internship in packing department (outbound) of our organization from 2nd September 2021 to 17th October 2021.

She has undertaken the project entitled **“A STUDY ON ISSUE RESOLUTION MANAGEMENT RELATED TO PACKING DEPARTMENT** “under the supervision of Mr. Sashi Kanth.

INTERNSHIP CERTIFICATE



DECLARATION

I hereby declare that this project report titled " **STUDY ON FLIPKART SUPPLY CHAIN MANAGEMENT SYSTEM** " submitted by me towards the partial fulfilment for the requirement of the MASTER OF BUSINESS ADMINISTRATION degree in BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES(BIITM) , affiliated to BPUT - Biju Patnaik University of Technology Rourkela Odisha, is my own work and it is not submitted to any other Universities/institutions or published anywhere for the award of any degree or diploma.

ABSTRACT

In Indian marketplaces, the e-commerce industry is gaining traction. Because of the huge range of items accessible at a relatively low price, e-commerce has grown in popularity among the younger generation over time. Because of the huge range of products available in their online stores, companies like Flipkart, Amazon, Snapdeal, and others have been able to maintain local businesses. The main issue for online retailers is keeping track of their inventory in several locations and making it available to customers within the agreed-upon time frame. All of this necessitates the implementation of a robust supply chain management system. The purpose of this study paper is to gain a better knowledge of the ecommerce supply chain management system, with a focus on Flipkart.

TABLE OF CONTENTS:	
I.	Title Page
II.	Certificate by The Guide
III.	Certificate by the Organization
IV.	Internship Certificate
V.	Declaration by Student
VI.	Table of contents
VII.	ABSTRACT
IX	CHAPTERS (CH-1 to CH-6)
CH-1	INTRODUCTION
	1.1 About Flipkart.com
	1.2 Objectives of Study
	1.3 Scope of Study
	1.4 Methodology
CH-2	COMPANY PROFILE
	2.1 Business model of Flipkart
	2.2 Flipkart's Warehouse Management System
	2.3.1 MARKETING MIX OF FLIPKART
	2.3.2 Flipkart's Customer Segments
	2.3.3 SWOT ANALYSIS
	2.3.4 Branding strateg of flipkart
	2.4 Industry Analysis
	2.5 PESTLE Analysis

CH-3	COMPETITOR ANALYSIS
CH-4	CUSTOMER ANALYSIS
	4.1 Introduction
	4.2 CUSTOMER
	4.3 AIDA model
CH-5	ACTUAL WORK DONE AND FINDINGS
	5.1 Actual work done
	5.2 Findings
CH-6	Suggestions and Conclusion
	6.1 Suggestions
	6.2 Conclusion
X	REFERENCES

CHAPTER – I

INTRODUCTION

1.1 ABOUT flipkart.com

Flipkart is an Indian e-commerce firm that started off selling books online before branching out into fashion, consumer electronics, food, household staples, and lifestyle items. PhonePe, a mobile payment service based on the Unified Payments Interface, is also owned by it. Flipkart.com, India's largest online shopping website, was started in October 2007 by two IIT Delhi alumni, Sachin Bansal and Binny Bansal. In ten years, e-commerce has grown to 54 million users, 100,000+ sellers, and 261 million goods sold. Flipkart, which began with a two-person company, now employs 30,000 employees and has 46 million registered users. According to a November 2014 investigation, Flipkart operated through a complicated corporate structure including nine companies, some of which were registered in Singapore and others in India. The co-founders of Flipkart sold WS Retail to a group of investors led by Rajeev Kuchhal in 2012. Flipkart Pvt. Ltd, a Singapore-based company, owns Flipkart's Indian operations. Flipkart Internet Pvt. Ltd, which manages the e-commerce platform Flipkart.com, Flipkart India Pvt. Ltd, which runs the wholesale business, and Flipkart Logistics Pvt. Ltd, which administers Ekart, are among the eight Indian firms owned by the Singapore-registered organisation. They are listed among the top 5 websites in India based on Alexa rankings, with technology that permits 8 million monthly shipments, 10 million daily page hits, and 14 state-of-the-art warehouses. Flipkart is India's first billion-dollar e-commerce firm. Flipkart accepts a variety of payment methods, including cash on delivery, credit or debit card transactions, net banking, e-gift vouchers, and card swipe transactions.

EXCLUSIVE PRODUCTS

Motorola Mobility was once owned by Google, but was later purchased by Lenovo. In an exclusive partnership with Flipkart, it debuted its affordable smartphone in India on 5 February 2014, selling over 20,000 units in the first 24 hours. After that, Flipkart must retain its collaboration in order to sell its products in India on a long-term basis, even as its Chinese competitor Xiaomi launches the Xiaomi Mi3 in India. The first batch sold out in 39 minutes on July 22, 2014, while the second batch sold out in 5 seconds on July 29, 2014. The sale began with pre-registration, with over 150,000 people registering for the August 5th event. Flipkart held a flash sale on September 2, 2014, for the Xiaomi Redmi 1s cheap Android smartphone, which was released in India in July 2014. The 40,000 pieces, which were priced at Rs 5999 each, sold out in seconds. Flipkart is attempting to apply its method of selling mobile phones through exclusive partnerships to its white goods and major appliances sector in the run-up to the high-stakes Christmas season. Sandeep Karwa, who formerly led the online retailer's smartphone segment, is spearheading the campaign.

1.2 OBJECTIVES OF THE STUDY

- To learn more about the warehouse management system.
- To resolve the issues related to packing department
- To investigate the within and outward processes

1.3 SCOPE OF THE STUDY:

- To know the supply chain management
- To know the various process of packing department of flipkart
- To find the solution regarding Orphan Products

1.4 METHODOLOGY

Type of Data:

- Primary Data:.. The primary data was collected through 45 days Internship at Flipkart warehouse, Haringhata, Kolkata.
- Secondary Data: The secondary data was collected from company website

CHAPTER – II

COMPANY PROFILE & INDUSTRY ANALYSIS

COMPANY PROFILE

2.1. The Business Model of Flipkart

Flipkart, which has redefined shopping in India, works on a B2C (business to consumer model). Flipkart started off with a direct-to-consumer model selling books and some other products, before turning to a marketplace model which connect sellers and buyers and expanding its catalogue. Today, it sells everything from smartphones to clothes to furniture refrigerators to FMCG goods — and yes, books too.

Flipkart - Mission and Vision

Flipkart's mission is "**to provide delightful customer experience.**"

Flipkart's vision presently is "**to become Amazon of India.**"

Flipkart – Name, Tagline, Logo

The founders, Sachin Bansal and Binny Bansal wanted a name that could speak beyond books. Furthermore, they also wanted to name their company in such a way that it would be suitable for a wide range of product categories that could also be expanded in the future. Flipkart means ‘flipping things into shopping kart’.

Flipkart Logo

The logo of Flipkart was changed twice and there have been several taglines that the company has gone through for different occasions, some of which include:

Ab Har Wish Hogi Poori

Abhi Nahi To Kabhi Nahi

If it's trendy, its on Flipkart

Be Trendy, Always

Shopping ka naya address

Flipkart – Products/Services

Flipkart is India's leading e-commerce marketplace with over 80 million products across 80+ categories.

Flipkart's Value Propositions

- Fashion staples like shoes, clothing, and lifestyle accessories
- Electronics like laptops, tablets, smartphones, and mobile accessories

- Grocery & Home Appliances
- Baby & Kids products like toys
- Furniture and Home furnishings like cushion covers, mattresses, and bed sheets
- Insurance and flight booking
- Sports, Books & More

Unique Features

- Customer Login & Signup area
- Sell on Flipkart as a Seller
- 24x 7 Customer Services
- Advertise with Flipkart
- Software Application (Dual Interface)
- Flipkart Assured– badge for high-quality products and faster delivery.

List of all Subsidiaries of Flipkart

- Myntra
- PhonePe
- FK Myntra Holdings Private Limited
- Maller, Inc.
- DSYN Technologies Pvt. Ltd.
- eBay India Pvt. Ltd
- Flipkart Payments Pvt. Ltd.
- Ugenie, Inc.
- Jeeves Consumer Services Pvt Ltd

Organizational Structure of Flipkart

Name	Share %
Walmart	82.1%
Tencent	5.1%
Tiger Global Management	4.87%
Binny Bansal	3.25%
Microsoft	1.46%
Qatar Investment Authority	1.43%
Accel	1.32%
Other	0.47%

Flipkart Target Audience

Flipkart focuses on anyone who browses the internet and who does not have time for shopping. However, its target audience is spread over a variety of market sectors as customers from all family backgrounds can discover products and Flipkart has a target audience of 75% interest of its audience between the age group of 16 – 55. Individuals are looking for online shopping from home without getting outside.

So, Flipkart expands its marketing strategies where the location does not matter at all and every location in the country deliveries are done. Flipkart originates higher through following smart marketing strategies to grab the interest of its audience who influence the purchasing power, to inspire that online shopping is beneficial than traditional shopping.

Flipkart's Revenue Streams

Flipkart accumulates its revenue through a few channels.

➤ Commission Structures

Flipkart makes a percentage cut whenever someone sells their product to a customer. Commissions are usually deducted from the original transaction value prior to paying out the seller who sold the item.

The commission structures vary from item to item, they are categorized in the following;

- ❖ Low Margin branded categories: 2-5%
- ❖ High Margin branded categories: 10-25%

➤ Shopping fees (Flipkart Assured Program)

Shopper saves more by availing free deliveries on orders that exceed the value of 500 Indian rupees. The saved amounts usually are accumulated and then spent again at Flipkart.

- **Convenience Charge:** Flipkart charges a convenience fee to the buyers for faster delivery
- **Own Shipping Services – Ekart**

It is a department that makes all the deliveries of goods to the concerned consumer. It costs 50 Indian Rupees for items that are less than half a KG (weight). Flipkart also makes money using Ekart to ship products of other retailers who have customers in India but lack logistical capabilities.

- **Paid Ads**

It launched a digital ads platform in 2015 where it sells advertising space to companies on its website. This offers a leverage to the companies buying the advertising space as they are presented first to the millions of customers visiting the Flipkart website daily. Flipkart is regarded as one of the largest digital ads platforms in India.

- **Media Buying**

Flipkart releases ads for certain brands in the popular newspapers, radios, televisions, etc, In doing so, Flipkart charges a sum from the brands that it advertises for.

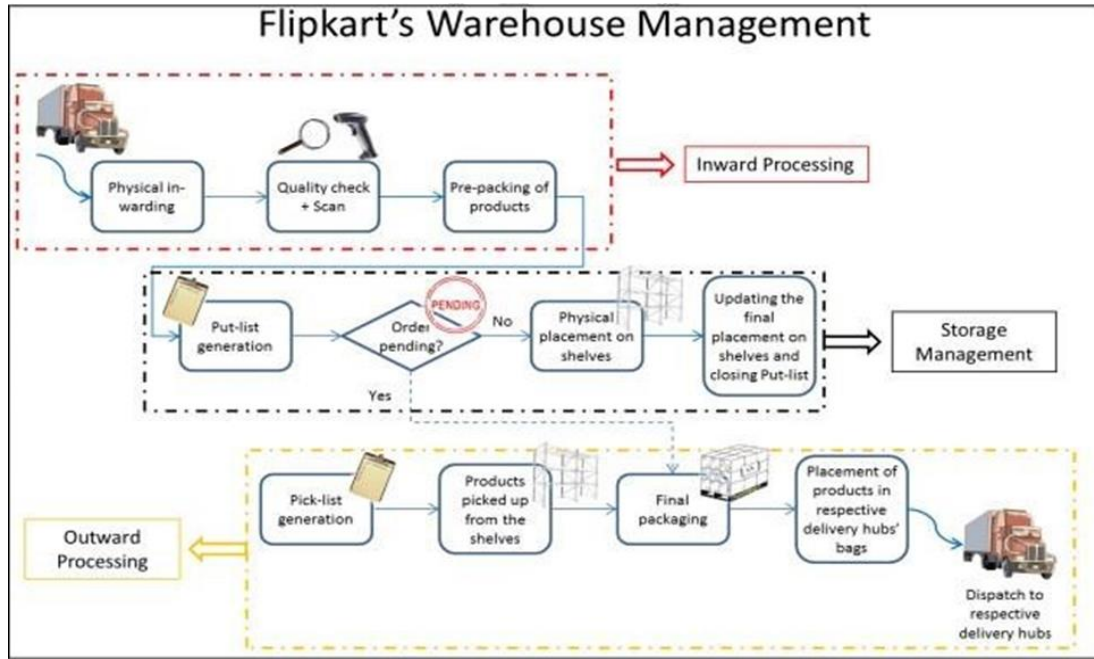
Company Structure



The entire organizational structure of Flipkart is organized in three broad teams

Product and Technology	Business Development	Operations
Website Management	Vendor Management	Procurement
ERP System	Sales Management	Warehouse
	Pricing Strategies	Logistics
		Customer Support

2.2 Flipkart's Warehouse Management System



In Flipkart's Warehouse Management System (WMS), there are three major segments namely, Inward Processing, Storage Management and Outward Processing. Discussed below are the some of the details regarding each of the sub-processes involved in the WMS.

Inward Processing

1. **Physical in-warding:** This is the area where physical delivery of goods from suppliers to the warehouse is taken.
2. **Quality Check + Scan:** As soon as the goods are received, they go through an initial quality check at this stage. After this, they are scanned to make an electronic entry to record the input of goods into the warehouse on the IT systems. This step of quality check is also undertaken at the supplier's premises depending on the contract that Flipkart has with them.
3. **Pre-packing of products:** At this stage, an initial packing of each of the products is done. This pre-packing varies according to product. For instance, a book-mark and think transparent film packing will be done for a book. Similarly, if there is a freebie attached to a product, then the two products will be packed together.

Storage Management

1. **Put-list generation:** When the input of all products is done on the IT systems, a system generated list of shelves corresponding to the products is generated to facilitate placement of products on shelves. This is called Put-list generation, which marks the place where the respective items need to be put.

2. Order pending check: As soon as the system gets the input of the incoming products, system checks if any of the orders for the incoming products are pending or not. If orders are pending, the respective product is sent directly to the Final Packaging Area for Outward Processing.

3. Physical placement on shelves: Based on the Put-list, the products are placed on the respective shelves. If the marked shelves are not empty, the product is put on an empty shelf, and the respective shelf number is updated on the Put-list.

4. Closing Put-list: Once the product placement is done, Put-list is updated with the actual placement information and the list is Closed.

Outward Processing

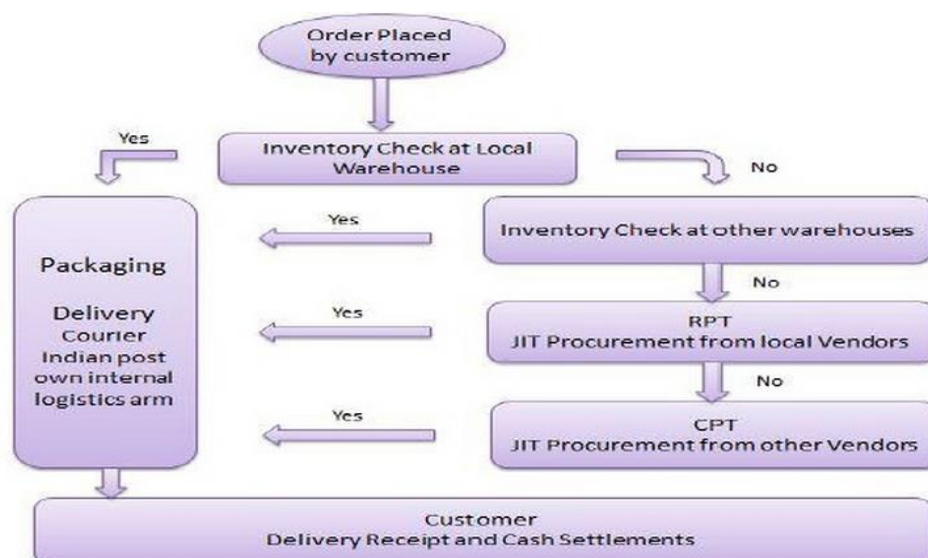
1. Pick-list generation: Based on the orders to be delivered for the day, a Pick-list is generated by the IT system.

2. Pick-up from shelves: The respective products from the Pick-list are picked up from the shelves as per the IT system entries and gathered together to move towards Final Packaging Area.

3. Final packaging: The picked-up products are packed in Flipkart-branded boxes. At this stage, packaging is done according to the Category of the product, e.g., electronic items are packed differently from stationery.

4. Placement in respective delivery hubs' bags: After the final packaging, a product is placed in a specific bag which is dedicated for that destination area delivery hub. These bags are dispatched to their respective delivery hubs on a fixed timing during the day.

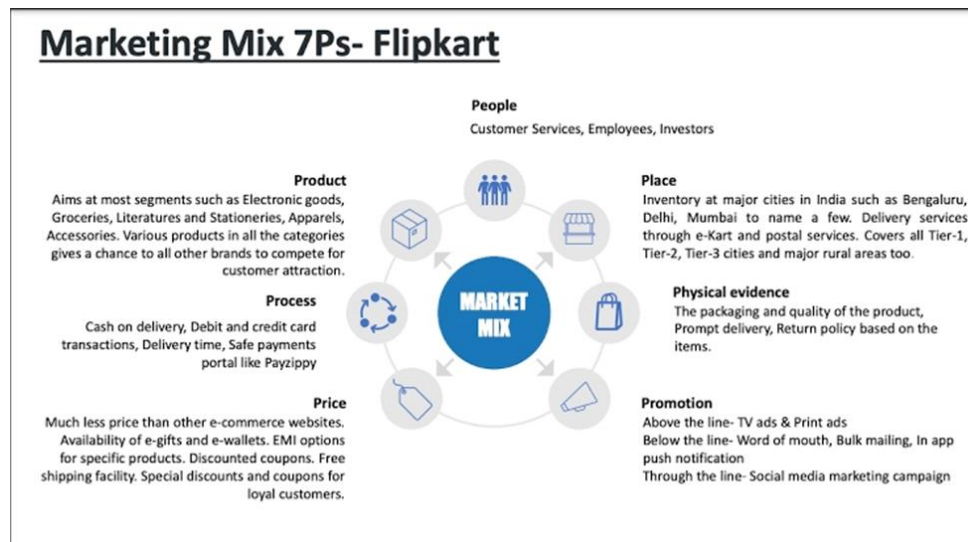
SUPPLY CHAIN MANAGEMENT SYSYTEM OF FLIPKART



2.3. Business Analysis: -

2.3.1. Marketing Mix of Flipkart

The concept of “marketing mix” is a tool used by businesses to promote and market their product. It is centred around the elements- product, price, place, promotion, people, physical evidence and process. It thus holistically covers the major marketing strategies surrounding a business under the 7P’s.



1.Product Strategy of Flipkart

- Flipkart started its operations with the sale of books.
- After its expansion, it started dealing with more than 80 million products like air coolers, Washing machines, air conditioner, life style products, stationary supplies, cell phones, computers, calculators, microwave ovens, water purifiers, laptops, cameras, audio players, products relating to health care, dishwashers and e-books. Products sold on Flipkart have the same warranties of the brand if sold outside in a showroom.
- It has launched its personal product range called “DigiFlip”. Under this brand, it offers products like computer accessories, camera bags, tablet phone, networking routers,
- headphones and pen drives.
- They also offer services of insurance, flight bookings & online payments
- After the Flipkart app, it has launched Flipkart Lite. It opens with a splash screen & combines the rich features of a web app. It has fast and easy navigation. It works on 2G & in offline mode also
- Flipkart has provided a platform for the launch of exclusive phones which are not available offline like MotoG and Xiaomi Mi3 models

- Flipkart's #SmartBuy also introduced surgical masks and hand sanitisers to fight the shortage in April during the pandemic. The company also united forces with Meru Cabs and uber to deliver essential items to consumers in Mumbai, Delhi and Bengaluru

2. Price Strategy of Flipkart

- Flipkart provides its products at less prices than other E-Commerce websites, it gives huge discounts to boost up sales and maintain competitive prices
- The company charges a nominal amount for its delivery service and also does not charge if the order costs above Rs 500
- If the product is directly shipped by the seller, then the shipping cost depends on the seller's shipping charges
- Flipkart also provides the facility of a one-day delivery where the product is delivered within a day by just paying a little more delivery charge
- Flipkart also runs mega sales during the festivals. In these sales, it offers huge discounts on products like Big billion days
- Other facilities for consumers include the availability of E-wallets, E-gifts & EMI for certain products
- Flipkart charges monthly warehouse, referral, and shipping charges from the seller. These charges depend upon the option chosen by the seller

3. Place & Distribution Strategy

- At first, Flipkart started its operations on the direct-to-consumer model in which they bought the book and couriered it, later the company opened many warehouses to store the goods safely
- The first warehouse was opened in Bangalore and later in Coimbatore, Delhi, Mumbai, Chennai, Hyderabad, Pune, Noida and Kolkata
- Around 80% of the orders placed are handled and controlled by warehouses
- Shipping and courier companies are the real mediators in this setup
- Flipkart delivers its products to customers pan India through an extensive delivery network. Their delivery service covers all tier-1, tier-2, tier-3 cities & major rural areas too
- Flipkart follows a hub and spoke model. It has 21 state of the art warehouses. Here the products are initially sorted and packed. Goods move from these warehouses or fulfilment centres to mother hubs. Mother hubs are located at the centre of a 200 kilometre radius zone that consists of 3 to 5 major cities that accounted for majority of demand as well as numerous smaller cities. From the mother hubs, the goods are transported to local hubs from where the delivery van or bike picks and delivers the products.

- Flipkart deliver products to customers pan India through an extensive deliver network.

4. Promotion Strategy of Flipkart

- Flipkart's promotional strategy focuses on aggressive marketing through TV ads, print ads, word of mouth, bulk mailing, push notifications in-app & social media marketing campaigns
- The company has partnerships with influencers and celebrities across the range to reach out to and engage with a diverse set of consumers as these people have a huge fan following
- Flipkart has partnerships with key brands in different categories ranging from male grooming to fashion, to draw the attention of consumers
- Flipkart has a partnership with Adani Group to strengthen its supply chain infrastructure and enhance its ability to serve its rapidly growing base of customers
- It has also launched a Flipkart Plus membership program that offers access to special privileges such as more points when you shop on Flipkart, faster delivery, extra discounts, early access to sales & superior customer support
- Flipkart invests in sustainability and CSR to establish a strong social image
- Flipkart introduced a daily trivia quiz. The quiz gives participants a chance to win discount coupons, gifts and Flipkart Super Coins

5. People

- As of 2016, Flipkart employed 30,000 people. The company has continued to expand its business fast over recent years. The company calls its employees Flipsters.
- Service people, Sales Clerks, Delivery drivers, Managers, Complaints department, Accounting, Warranty people, Technical people, all work for the customer ease, customer satisfaction and customer delight.

6. Processes

- The e-commerce industry is marked by heavy competition and companies have to manage business processes in a manner to ensure higher efficiency and productivity.
- The company had managed to achieve a strong position in the Indian e-commerce market prior to its acquisition by Walmart. From its website to the warehouses and fulfilment centres, the company focuses on business process efficiency to achieve stronger results.
- The company has been investing in technology and expansion of its physical infrastructure to achieve superior financial growth.
- Technology plays a key role in ensuring the operational efficiency of the company from its website to its warehouses.

- Flipkart is investing in making its warehouses technologically advanced and best in class so as to improve their capacity and it also ensures that the customers have a superior shopping experience and products are delivered to the customers faster.

7. Physical Evidence:

- Flipkart offices, delivery boxes, packaging material etc are all a part of its physical evidence.
- It is the packaging used by the company and the branding on it that is the physical evidence of the services provided by Flipkart. The packages used to wrap products to be delivered have the Flipkart logo on them.
- Apart from that, the physical infrastructure of the company including its offices, warehouses, and fulfilment centres also offers physical evidence of the business.
- Prompt delivery of the product, the 30-day return policy, site and app user interface, and the cash on delivery option add to the physical environment provided by Flipkart.

2.3.2. Flipkart's Customer Segments

Massive Urban Market – who prefers to buy online

- Flipkart has grown into an enormous platform for a vast marketplace in India for the time being.
- Currently, Flipkart marketplace is only open and available for deliveries to be made anywhere within India.

Discount Lovers – Promotional Offers & Special Pricing for Customers

- Flipkart offers its loyal and new customer(s) promotional offers & special pricing during the holidays.
- They also provide branded products at reasonable prices – This is also a great way to ensure diligent treatment towards loyal customers and help further introduce its products to potential marketplaces.

Book Lovers Market Trend Analysis

- Flipkart originally started selling books and now have expanded to major electronics at a massive scale for adults and children.

Customers who prefer convenience and accessibility

- Flipkart products are easily accessible through their official website.
- Flipkart products can be accessed through Flipkart's software applications programs. (Google Play & iTunes)

Customer targeted by Product

- Flipkart's most success is driven by the smart analytics that is evaluated for the market Products
- Its social media platforms are another set of sources that help the analyst identify what consumers are into nowadays, and what is the recent trend.
- Flipkart targets those products that are in high demand to potentially make a sale.
- Online Retailers
- Some online retailers don't have extensive delivery systems and rely on Flipkart via Ekart logistics and shipping services.

2.3.3 SWOT Analysis of Flipkart

STRENGTH:

- The largest e-commerce company in India
- Flipkart has its own logistics department.
- PhonePe, 2GUD, and E-kart are some of Flipkart's subsidiaries.
- Collaborations with leading brands such as Xiaomi, Realme, Motorola, and others.

WEAKNESS:

- Only a small region is covered, and many suburban and small towns are not included.
- Flipkart spends a lot of money on marketing to increase and retain brand recognition, which is costly.
- Errors with the website.
- delayed delivery

OPPORTUNITIES:

- Growth in the retail industry is an excellent chance for the company to expand its Operations.
- Customers in India are increasingly drawn to internet purchasing.
- Application for mobile devices

THREATS:

- International players such as Amazon and E-Bay compete in the market.
- Competitor's technological advancement.

2.3.4. Branding strategy of Flipkart

Flipkart have garnered a market leader position through its innovative branding strategies. The “big billion day”, “No Kidding, No Worries”, “Fair-Tale”, “Shopping ka Naya Address”, “Shop Anytime, anywhere” are the successful campaigns that helped the company in creating top of the mind awareness. Flipkart’s brand valuation is a **whopping \$15 billion** by 2015.

Different mediums i.e., twitter, Facebook, TV commercials and promotion of mobile app shopping have helped Flipkart in becoming a household name in the target market.

2.4 INDUSTRY ANALYSIS

In India, e-commerce has transformed the way people do business. By 2026, the Indian e-commerce sector is predicted to have grown from \$38.5 billion in 2017 to \$200 billion. Increased access to the Internet and cell phones has fuelled most of the industry's development. The number of internet connections in India expanded dramatically to 776.45 million by September 2020, thanks to the 'Digital India' campaign. 61 percent of all internet connections were in metropolitan areas, with 97 percent of them being wireless.

The Indian online grocery industry is expected to develop at a CAGR of 57 percent from US\$ 1.9 billion in 2019 to US\$ 18.2 billion in 2024. In the fourth quarter of 2020, India's e-commerce order volume increased by 36%, with the personal care, beauty, and wellness (PCB&W) market leading the way. The Indian e-commerce market is predicted to increase from US\$ 38.5 billion in 2017 to US\$ 200 billion by 2026, owing to rising smartphone penetration, 4G network deployments, and rising consumer income. India's online retail sales are predicted to increase by 31%. Flipkart, Amazon India, and Paytm Mall led the way with USD 32.70 billion in 2018. In India, smartphone shipments surpassed 150 million units in 2020, with 5G smartphone shipments surpassing 4 million, owing to increased consumer demand following the shutdown. Most Internet businesses provide features including flexible payment options, electronic goods warranties, and free home delivery. Many players' prices are quite competitive, with all e-retailers giving attractive bargains on a variety of items to entice clients. The highest-value sales have been achieved by players that provide a wide range of items. In India, internet retailing is separated into several formats, including vertical shopping, whereby a manufacturer sells their products online, as well as multi-product Internet retailers, such as Future bazaar, where customers may browse and compare. International corporations were not permitted to operate in India until 2010, when the government outlawed foreign direct investment in multi-brand commerce. However, in 2011, a ban was imposed. In the liberalised and predicted timeframe, some of the main firms, including Amazon.com, are expected to enter the Indian e-retail ecosystem.

2.5 PESTLE ANALYSIS OF FLIPKART

PESTLE Analysis of Flipkart elaborate the external factors impacting the company; Political, Economic, Social, Technological, Environmental and Legal.

POLITICAL FACTORS

Flipkart's long-term viability and profitability are heavily influenced by political considerations. As a result of its international presence, the company's sensitivity to changes in political environments in other countries rises. In a changing international business world, diversifying systematic risks in a political setting is critical to success. The political atmosphere of a country is made up of various different elements. Flipkart.com must consider the following political concerns throughout the strategic planning phase

Economic Factors

Economic factors like as foreign exchange/interest rates, labour market conditions, inflation, and saving rates, among others, are crucial for Flipkart com. to understand because they have an impact on the country's overall economic climate. With a complete understanding of the economic environment, Flipkart.com can anticipate the growth trajectory of industry and organisation. In order to make educated decisions, Flipkart.com must consider the following economic factors

Social Factors

Organizational culture is heavily influenced by cultural conventions, values, and trends. Flipkart com. can create effective marketing messages and achieve corporate objectives by studying demographic trends, power dynamics, customer purchasing habits, and shared values through a full PESTEL analysis. The data acquired through sociological and environmental investigations can be used by Flipkart's marketing department to target specific client groups and increase the appeal of given products to potential buyers. Flipkart.com must examine the following sociological issues when doing a macro-environmental analysis

Technological Factors

Technology is the PESTEL study's fourth component. As a result of rapid technological innovation and growth over the world, the importance of understanding technological challenges during the strategic decision-making process has expanded. Flipkart.com can benefit from a thorough assessment of the technical environment by capturing technological trends and gaining specific commercial advantages like higher profitability, accelerated innovation, and improved operational efficiency.

Environmental Factors

As environmental awareness has developed and climatic conditions have altered, environmental analysis has become an important part of the PESTEL study. Environmental norms, laws, and regulations fluctuate depending on the market. Because of Flipkart.com's international presence, these distinctions must be carefully considered in order to avoid adverse effects. A thorough environmental assessment is essential before entering a new market or launching a new product line

Legal Factors

"Legal" is the sixth factor in a PESTEL analysis. Flipkart.com is unable to join a new area without first conducting extensive research into the market's legal and regulatory environment. A careful review of legal risks is necessary to avoid getting into significant legal trouble. Ignorance in this area can have negative consequences for Flipkart.com, such as a loss of competitive advantage due to intellectual property infringement and a tarnished organisational image due to violations of consumer, employee, and environmental protection rules.

CHAPTER – III

COMPETITOR ANALYSIS

COMPETITOR ANALYSIS:

- **Amazon** is, without a doubt, the world's largest online retailer. It provides a diverse range of services, including online retail, consumer electronics, multimedia content, and computers. It is the largest online retailer in the United States, with anticipated net sales of almost \$140 billion in 2016.

The online selling of electronics and other related items accounts for a significant portion of company revenue. With about 400 million active accounts worldwide, it is also one of the most valuable brands in the world. Amazon also has a mobile app and sells digital items such as music and films. It now employs approximately 370,000 people all across the world. Due to its growing market share, Amazon is the most prominent Flipkart rival.

- **Alibaba** is another another behemoth that provides internet shopping services. It began as a modest B2B online buying platform in 1999, but has since grown to become Asia's largest e-commerce portal, offering B2B, C2C, and B2C online services. The entire revenue earned by this corporation in 2017 was anticipated to be about 158.3 billion RMB, which is almost \$24 billion.

As a top e-retailer in Asia, with plans to expand to other regions of the globe. Alibaba has about 51,000 workers that assist in the numerous operations involved in the purchasing and selling of various items on the site. Surprisingly, Alibaba has been able to receive a total of 812 million orders each day on average during the whole year of 2017.

- **Paytm** is an Indian-based online payment and e-commerce company that allows customers to make purchases for a variety of things such as clothing, electronics, home appliances, and digital products, among others. Paytm is an acronym for Payment through Mobile, and it employs over 13,000 people across many departments to provide a quick, safe, and efficient customer experience.

It was started in 2010, however it is now owned by One97 Communications. Paytm is becoming a formidable competitor in this business, notably in India, where it has over 3 million offline retailers across the country. Paytm is the most powerful prospective Flipkart competitor due to Alibaba's entire backing.

- **Myntra** is a subsidiary of Flipkart, it is a fashion competitor of the online retailer. Myntra is an online marketplace for a wide range of trendy goods founded in India. It was established in 2007 with the primary goal of personalising various sorts of gift products, particularly those linked to fashion. After nearly three years, Myntra decided to change its focus and began selling branded clothes. In mid-2013, Amazon joined the Indian market, posing a serious threat to local internet businesses.

As a result of this decision, Myntra was obliged to combine with Flipkart in 2014 in order to combat the competition brought on by Amazon and other reasonably successful offline merchants. It has since evolved into one of the most intense rivals in India's online fashion business, where it has already established a large market share.

Top 5 Online Comparison in India compared

- **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

Although eBay is the oldest player in the Indian market among the ones that we are looking at, it is Flipkart and Amazon that are the most popular marketplaces in terms of the number of sellers. A common trend can be seen while analysing the most popular product categories – apparel, footwear, mobile and consumer electronics seem to be the most sought-after products in the Indian marketplace.

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

Flipkart, Snapdeal and Shop clues do not ask for subscription, listing or payment gateway fees. While eBay looks expensive as compared to its competitors, it makes up for this by offering really low commission rates on sales.

Logistics

	Flipkart	Amazon India	eBay India	Snapdeal	ShopClues
Allows Self-Shipping?	No	Yes	Yes	No	No
Provides Shipping Assistance?	Yes, eKart	Yes, Fulfillment by Amazon	Yes, Powership	Yes	Yes
Cost of Shipping (approx.)	INR 35/500g	INR 40 - 45/500g + 1% of item value	INR 40 - 49/500g	INR 40 - 45/500g	INR 40 - 45/500g
Provides Packaging?	No	Only for FBA	Only for Powership	Yes	Yes
Cost of Packaging	NA	NA	NA	INR 3/Order	INR 3 - 9/Order

All the marketplaces that we are considering offer shipping assistance, although only Amazon and eBay allow self-shipping. While Flipkart does not offer packaging assistance, its shipping charges are slightly lower than the rest of the competition.

Miscellaneous

	Flipkart	Amazon	eBay	Snapdeal	ShopClues
m-Commerce Reach	70% of total traffic through mobile	Not Revealed	Not Revealed	65% of total traffic through mobile	40% of total traffic through mobile
Social Media Presence	4,500,000+ Facebook Likes 2,60,000+ Twitter followers	4,600,000+ Facebook Likes 3000+ Twitter followers	8,00,000+ Facebook Likes 75,000+ Twitter followers	3,000,000+ Facebook Likes 1,10,000+ Twitter followers	2,400,000+ Facebook Likes 10,000+ Twitter followers

Flipkart seems to be running the game when it comes to social media presence an m-commerce. With m-commerce slated to be the future of online retail in India, these numbers become extremely important.

CHAPTER IV

CUSTOMER ANALYSIS

CUSTOMERS' PREFERENCE TOWARDS FLIPKART

4.1 INTRODUCTION

“Consumer behavior may be defined as the behavior that consumers display in searching for, purchasing, evaluating and disposing of produces, evaluating and disposing of produces, services and ideas which they expect to satisfy their needs”. Thus, the study of consumer behavior is the study of how individuals make decisions to spend their available resources- money, time and effort on consumption related items.

4.2 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 behaviour. This is at the core of every successful business. Once you understand your customer's behaviour, 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.

FACTS ABOUT CUSTOMERS

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 sway

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 conducted by YourStory in collaboration with Kalaari Capital, revealed 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!

4. Your customer is most likely a woman

Women in India are becoming financially and economically more powerful and their purchasing power has increased. According to Ernst & Young's recent article, Gender Inclusiveness: Women's Growing Role in the Buying Decision, urban, earning women already form an important consumer segment and a significant market for the e-tailing industry in India.

Today, Indian women are increasingly influencing buying decisions and contributing to the economic prosperity by becoming a fast-growing consumer market.

Types of customers

1. Discount Seekers and Deal Hunters

Discount seekers are one of the most-watched customers on the online shopping medium. They are those people who always look for different varieties of deals and discounts on online shopping websites and they are not considered as loyal customers of any particular shopping site.

Deal hunters are those types of online customers who always look for the maximum value and benefit they can get by buying a particular product. They always try to buy a product within their budget without wasting a penny more than their planned budget.

2. Surfers & Wandering Customers

Wandering customers or surfers are those customers who are the main reason for creating traffic on the shopping site and we can conclude that the wanderer and the surfers are the potential future customers who can become loyal in the future. They spend more time on the shopping site by looking for different products without any interest and prefer doing price and features comparison of the product on different shopping sites.

3. Impulse Buyers & One-Time Buyer

The impulse buyers and the one-time buyers are those types of buyers who have no idea what they want to purchase and roam all over the site to find something interesting and unique for them to purchase. But there is one tiny difference between surfers and impulse buyers. The impulsive buyer buys the product after seeing it on the site but in the case of the surfer, they move over and look for other options.

4. Researchers

Researchers are just the opposite of the impulsive buyer. But in the case of a researcher, they plan well and know what they want to purchase or from where they want to purchase that product. They don't get confused easily by seeing varieties of products on online shopping sites. So, having a researcher type of customer on the site can be a little challenging. Because the researchers are well-planned shoppers, they have higher goals for their shopping.

5. Loyal Customers

The loyal customers are those customers who genuinely believe in you and your product. They are those people who always care for your brand and don't buy the product from different sites if that product is available at your site. About 80% of sales are made by these customers.

What influence the customer to buy from flipkart?

- Huge collection of products
- Ease of exploring and ordering products
- Faster delivery, delivery predictability, delivery experience, and post-delivery experience.
- User interface- home screen, search, checkout has been designed in a simple manner in flipkart

- EMI, Easy Return and refund policy
- Big billion days, Discounts and offers
- 24×7 Customer services

CUSTOMER RELATIONSHIP MANAGEMENT

Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle. The goal is to improve customer service relationships and assist in customer retention and drive sales growth. CRM systems compile customer data across different channels, or points of contact, between the customer and the company, which could include the company's website, telephone, live chat, direct mail, marketing materials and social networks. CRM systems can also give customer-facing staff members detailed information on customers' personal information, purchase history, buying preferences and concerns.



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 fulfils the order but gets the best offers from several suppliers. Thus, it has already made itself price competitive. But what Flipkart used to its advantage very early on in the business was establish a strong culture of putting the customer first and making delighting the customer its motto. In a scenario likes this, because of the respect and intent Flipkart shows its customer, people are often willing to pay more just to get their orders on promised time in the condition promised. All articles and interviews that cover Flipkart, commend its customer service approach making it the poster boy of Indian e-commerce.

A CUSTOMER CENTRIC APPROACH TO MANAGEMENT

- Flipkart can be said to be the pioneer in initiating the sceptical Indian shopper into online retailer.
- Flipkart has built itself on the core foundations of reliability, quickness, credibility. variety and quality. It uses Customer Relationship Management as its differentiating factor.
- Providing good customer service enables Flipkart to enjoy high levels of customer satisfaction, generate repeat business and ensure positive word-of-mouth.
- The customer is informed at every step through e-mail/text when the order has been confirmed-order summary & shipment details + tracker informing customer if order has been delayed.
- Easy to reach out to the customer service team through their social media channels as well as a customer care number.
- Customer complaints are quickly addressed and there are transparent return and exchange policies.

4.3 What Is AIDA?

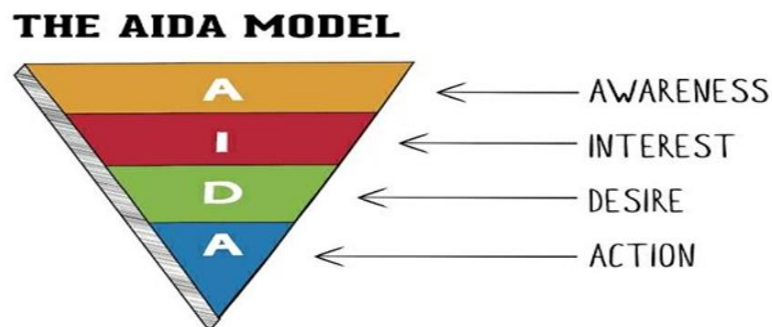
AIDA stands for Awareness – Interest – Desire – Action, which is also called Purchase Funnel. The model defines the process of customers when engaging with advertisements.

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.



AIDA model in E-commerce business

Awareness

The very first and essential stage is catching your customer attention and awareness towards your brand images. The hook on capturing the reader's attention is always challenging. When successfully overcoming the first stage, you will receive the ability to sell the product by 30%.

The following advice are :

- Figure out your target audience at micro-marketing which focuses more on individuals and small customer groups, collect their general information such as gender, location, employment, interest, etc.
- Make use of visual content marketing to boost site performance on all platforms.
- Generate eye-catching headlines, titles, etc. to grab customers' notice without having beseeching headlines or titles in case of having well-heeled content, though.
- Make sure your website's loading time is perfect. Too much time can make a customer leave the site and move on to something better and fast.

Interest

After having customers' attention, bear in mind to get their interest by the following methods:

- Listening to their problems
- Determine reasons causing their problems
- Demonstrating things clearly, not just telling
- Getting them actively involved.
- Use information, persuasion techniques as well as social proof

Desire

The next step is driving their interest into desire.

- Use customer-generated content such as haul, blogs, etc. Which includes video and images that shows working of your products.
- Add customer feedback and reviews as people love to check feedback from real people, and not the brand.

CHAPTER – V

ACTUAL WORK DONE

AND FINDINGS

5.1 ACTUAL WORK DONE

At Flipkart Haringhata project of 45 days I was in **Packing department** which comes under **Outbound** process. My work was to pack the products according to the type of products (i.e., fragile products, NPG products), type of packaging (i.e., cylindrical rolls, Courier bags, Corrugated boxes, security bags, envelope) and size of packaging (i.e., PB1, PB2, PB2.5, B0, B0 1, etc)

BRIEF INTRODUCTION TO PACKAGING

Once you have received the product from picking department, the next step is to pack the products.

It is needless to say that good packing is of utmost importance to achieve customer satisfaction. About 50% customers expect their online orders to arrive in premium packaging.






One can expect a 30% increase in business by investing in premium packaging methods. Besides, good packaging helps protect your product from heat, rain and transit-related damages.

Packaging guidelines

For flawless packaging, given below are some guidelines you must follow:

- A **corrugated box or a carton** is primarily used to hold the product and to stack it during transport
- A **Flipkart logo** tape is a sign of reliability and consistency to customers.
- An easy-to-use **tape dispenser** is an added advantage.
- Using a standard **10mm bubble wrap** will protect the content.
- **Void fillers** provide further protection to the product.

TYPE OF PACKAGING THAT ARE AVAILABLE IN FLIPKART ARE BELOW:

				
Carton Box	Security Bag	Flipkart Tapes	Fragile Packaging material	Cylindrical Rolls

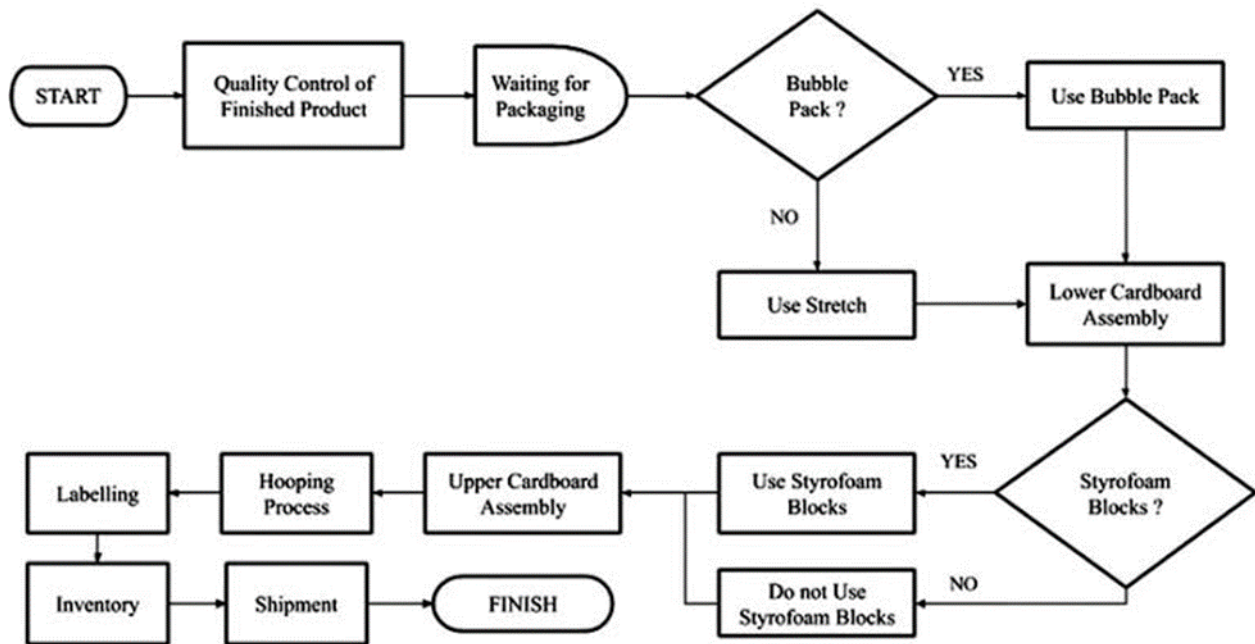
- Every product should be packed to withstand rough handling and harsh weather conditions during transit.
- Every package must contain a shipping label as it has the seller details & the customers shipping details. It should also contain the invoice for legal compliances.

Let's look at the materials required for packaging & their purposes:

- Security Bag: to hold the product and provide the strength during transport.
- Invoice pouch: to hold the invoice
- Flipkart logo tape: to seal every package Tape Dispenser: holds a roll of tape and has a mechanism at one end to shear the tape.

For 5 days , I was in the packing desk to learn the whole process of packing.

FLOWCHART OF PACKING SYSTEM



After that I was shifted to the issue resolution team (IRT) of packing department in Flipkart.

My work was to resolve the issues related to the packing department.

As it is the biggest and newly opened warehouse, many obstacles were found in the operation system as well as in the packing department.

The issues were found regarding the opened tote, packing cancellation, orphan products.

Opened totes – The totes in which the attached putlist is still opened due to some reasons.

The reasons may be-

- A putter assigned a tote but left some products in that.

- A putter forgets to close the tote assigned to him or randomly put the products anywhere in the inventory.

For solving these issues, a process was followed: -

Step 1- To cancel the put list.

Step 2- Segregation of the products.

Step 3- Create new Put list for the products.

Step 4- Put away by the putters in the inventory

5.2 Findings

- As it is the largest warehouse in Asia and is newly opened, there is shortage of employees, packing desks and installation of some desk were in progress.
- It is found that there's a communication gap between supervisor, employees and interns.
- Sometimes there is a interruption in the continuation of work due to server issue.
- As it is a new warehouse, many obstacles are found related to open totes, orphan products.
- Human resource management was very poor, as interns have to lift the heavy totes.
- The work process is very fast due to which the new interns and employees get confused and commit mistakes.

CHAPTER – VI

SUGGESTIONS AND CONCLUSION

6.1 SUGGESTIONS

There should be a proper communication the supervisor, employees and interns.

- The Interns and employees need to be trained properly about the actual work to be done by them in the warehouse so that mistakes will be less.
- Server issue should be resolved.
- Disparity between interns, employees and supervisor should fixed.

6.2 CONCLUSION:

Finally, it was clear from the internship that Flipkart is a learning Firm. Their work processes, such as loading, unloading, and quality control, as well as their Internal and exterior processes, are excellent. Employees dedicate everything they have to their Jobs. They employ a variety of systems to ensure that the customer's purchase is completed on Time. The time management is good.

They do not spend a lot of time in addressing a problem till it becomes a burning issue and affects profitability significantly.

Flipkart started with a consignment approach, in which items were obtained from vendors on demand based on orders placed on the website. The warehouse model was then adopted by the books-to-electronics e-shop. The corporation has its own warehouses and inventory management.

New global competitors with better best-practices are arrived in India. Amazon is the biggest example of the same. Flipkart, on the other hand, started its marketplace concept in July 2013, only one month after Amazon did so in India. Increased competition will put further pressure on margins and will need better handling of supply chain issues.

Flipkart has made customer happiness a top priority in its customer acquisition and retention strategy. As a result, they incorporate a lot of slack into their existing processes, resulting in greater prices throughout the supply chain. Their future success will be determined by how they respond to this problem.

REFERENCES:

1. “10 Best Supply Chain,” <http://mhlnews.com>, December 3, 2003.
2. “Innovative Technique Supply Chain Management,” www.ehow.com, March 6, 2011
3. Flipkart Supply Chain Management from Subscribed .com
4. www.wikipedia.com
5. <http://opepiimraipur.blogspot.com/2011/12/best-practices-at-flipkart.html>
6. <http://www.scribd.com/doc/216780467/Flipkart-Supply-Chain-Management>
7. <http://www.nextbigwhat.com/flipkart-story-ecommerce-differentiator-297/>
8. http://dhl.lookbookhq.com/ao_product_ecommerce/infographic_ecommerce-supply-chain-threekeyinsights?utm_source=Eloqua&utm_medium=EMail&utm_campaign=WelcomeSeriesEmail19&utm_term=WelcomeSeries1&utm_content=Nurturing&sfid=7012S000001F7hDQAS_r
9. https://www.youtube.com/watch?v=3_MHpuixtOY
10. <https://abrpl.azurewebsites.net/>