

FINAL PROJECT REPORT: FLIPKART.COM



STUDY OF SUPPLY CHAIN MANAGEMENT FLIPKART

Flipkart



Submitted to -

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of Internship Completion

This certificate is awarded to

Pritish Kumar Rout

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

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CERTIFICATE OF THE GUIDE

This is to certify that the project report entitled with the title “A SUPPLY CHAIN MANAGEMENT STUDY” Haringhata ,Kolkata undertaken by Pritishkumar rout was conducted under my supervision and guidance. He has collected all the data, done the analysis, interpreted the data and made the report.

Signature of the Guide

Name and official address and place

Place :

Date :

DECLARATION

I Pritish kumar rout having registration no -2006258146 Hereby declare that the work embodied in this project report entitled “A STUDY ON SUPPLY CHAIN MANAGEMENT AT FLIPKART” is a confident record of work done at Flipkart India Private Limited, Haringhata, Kolkata. This is my own work to the best of my knowledge and belief, it does not contain material previously by another person nor material which to a substantial extent has been accepted for the award of any other degrees or diploma of any other institutes. The summer internship project report is being submitted by me alone. At Biju Patnaik Institute of IT and Management, Bhubaneswar, for the partial fulfillment of the course MBA, and the report has not been submitted to any other educational institutions for any other purpose.

Place

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EXECUTIVE SUMMARY

In today's global marketplace, effective supply chain management is seen as a significant competitive advantage for a business. The enterprise that conducts robust supply chain planning activities, delivers increased efficiencies. Supply chain management plan, schedule, and control that flow of goods to help the company stay competitive. Flipkart is one the e-commerce company in India has been contributing to the economy by providing quality consumer product in a comparatively reasonable price. If the winning factor for Flipkart has been investigated, the result would be its outstanding supply chain procedure. The report tries to highlight how the supply chain activities of Flipkart help the company to be more efficient and competitive in the market. The supply chain of Flipkart has been described in this paper with the light of this concept.

Increasingly, supply chain management is being recognized as the management of key business process that comprises the supply chain. Optimized supply chain management can decrease total system cost, inventory and cycle times while significant increasing stock availability and inventory turns. If these issues can be solved then, it will provide greater profits, improved customer service and competitive advantage to the company. Flipkart has been continually being benefitted by its outstanding supply chain management. It offers invincible (unbeaten) professionalism and expertise in the entire commercial activities of Flipkart as well as gaining comparative advantage over it competition and gaining more customer trust and share.

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ABBREVIATIONS

- ❑ DC | Distribution Centre
- ❑ IB | Inbound
- ❑ OB | Outbound
- ❑ RC | Return Centre
- ❑ 3PL | Third party Logistics
- ❑ DMT | Dock Management Tool
- ❑ WMS | Warehouse Management System
- ❑ IRN | Invoice Receipt Note
- ❑ RTO | Return To Origin
- ❑ RT | Reach Truck
- ❑ FLO | Faster Leaner Organized
- ❑ ISC | Invoice Sanity Check
- ❑ QC | Quality Check
- ❑ DEO | Data Entry Operator
- ❑ HHD | Hand Held Device
- ❑ WID | Warehouse ID
- ❑ PO | Purchase Order
- ❑ GTL | Good Transfer List

CHAPTER - 1

1.1. INTRODUCTION

1.2. OBJECTIVE

1.3. METHODOLOGY

INTRODUCTION:

As a result of globalization: the idea that firms are linked in a networked supply chain is more and more established and accordingly appreciated. This strategic viewpoint has create the challenge of coordinating the entire supply chain more effectively and efficiently, from upstream to downstream activities. While supply chains have existed ever since businesses have been organized to bring products and services to customers, the motion of supply chain management, is a relatively recent branch of management.

The primary objective of the research is to understand a comparatively new term “supply chain management” in the business world along with its impacts and benefits. The research has a definite focus on the company FLIPKART. This research will have a reflection on the supply chain activities of mentioned company.

The core objective of the study has been to understand what activities of FLIPKART has been entitled to supply chain activities and how this activities has been performed by FLIPKART. In detail, the objective of study are- ① First one to know the procedure of the Forecasting demand of the raw materials that will be needed within year. ② Second one – To know the company supplier sourcing, procurement and manage inventory. ③ Third one – To know the company Transportation, logistics and distribution.

OBJECTIVE OF STUDY

- To discover the key factors that influence online buying behaviour of consumers in India
- To understand the customer awareness on Flipkart.com
- To determine the factors responsible for customer satisfaction

Methodology

We started with secondary research of the internet retail industry and the major players through news articles, industry reports and databases. This helped us to get an overall idea of the working of the industry and understand its dynamics. Then we went on to do extensive secondary research on Flipkart, its business model and all elements of its supply chain. Then we did primary research in the form of interviews of Mr. Vicky Mandal, and Mr. Soviksamantray both managers-operations and in-charge of SCM and delivery. With their inputs on procurement, logistics, order processing, supplier management and customer support and secondary research we formulated a draft. However, we identified certain gaps and interviewed the two gentlemen again along with Ex-Flipkart employee Ms.RupaliSharma and our batch mates who interned at Flipkart. With the second round of inputs, we were able to understand and analyze Flipkart's supply chain.

Historical Background:

The internet retail industry in India

India e-commerce will reach US\$ 99 billion by 2024, growing at a 27% CAGR over 2019-24, with grocery and fashion/apparel likely to be the key drivers of incremental growth. According to Forrester Research, Indian e-commerce sales rose by ~7-8% in 2020. Online penetration of retail is expected to reach 10.7% by 2024, versus 4.7% in 2019. Online shoppers in India are expected to reach 220 million by 2025. India's digital sector is expected to increase by two-fold and reach US\$ 335 billion by 2025. Through its 'Digital India' campaign, the Government of India is aiming to create a trillion-dollar online economy by 2025. The Indian online grocery market is estimated to exceed sales of about Rs. 22,500 corer (US\$3.19 billion) in 2020, a significant jump of 76% over the previous year. In festive season CY20, the Indian e-commerce GMV was recorded at US\$8.3 billion, a significant jump of 66% over the previous festive season. In festive season CY20, the Indian e-commerce market recorded ~88 million users, a significant jump of 87% over the previous festive season.

The online retail market in India is estimated to be 25% of the total organized retail market and is expected to reach 37% by 2030. E-retail market is expected to continue its strong growth and will nearly be Rs. 1.8 trillion (US\$ 25.75 billion) by FY20. Over the next five years, the Indian e-retail industry is projected to exceed ~300-350 million shoppers, propelling the online Gross Merchandise Value (GMV) to US\$ 100-120 billion by 2025. Driven by lower data rates and investments to enhance customer experience, the Indian e-retail witnessed a rapid increase in shopper penetration, as online platforms are innovating to onboard the next billion of shoppers.

Types of E-BUSINESS MODELS

B2C

The business-to-consumer, or B2C, model of e-business sells products directly to retail consumers online. Amazon.com is an example of a B2C model. The e-business has only an online identity through which it offers a range of products to customers. Other B2C enterprises include bestbookbuys.com and gartner.com. Most B2C models generate revenue from direct sales and processing fees. B2C also is known as electronic retail or e-tail.

B2B

The business-to-business, or B2B, model involves companies using the Internet to conduct transactions with one other. B2B e-business accounts for more than 90 percent of all electronic commerce, according to the U.S. Census Bureau. The main reason for this is the complexity of B2B transactions. Unlike B2C transactions that involve sellers offering products and services and buyers purchasing them, B2B transactions are multifaceted and often involve multiple transactions at each step of the supply chain. B2B businesses generate revenue from direct sales.

C2B

Consumer-to-business, or C2B, is a unique e-business model in which consumers create value and demand for products. Reverse auctions are a common characteristic of C2B models, in which consumers drive transactions and offer their own prices for products. The airline ticket website Priceline.com is an example of a C2B e-business model. The website allows customers to bid for tickets and offer their own prices. Shopping sites such as cheap.com, gilt.com and ruelala.com also are C2B.

C2C

Consumer-to-consumer, or C2C, e-business models enable consumers to behave as buyers and sellers in third-party-facilitated online marketplaces. Craigslist is an example of a third-party marketplace. The company brings together disparate buyers and sellers to conduct business. Other examples of C2C websites include eBay and PayPal. A C2C model generates revenues in several ways, including personal ad fees, membership or subscription fees, sales commissions and transaction fees.

Merits of e-business

Cost-Effective Marketing:

With an e-business, all of your marketing efforts end with one goal—to drive target traffic to your business website. With one central place to send customers—your e-business website—it allows you to use many online marketing tactics including email marketing, article marketing, social media networking and e-newsletters. Most of these online marketing efforts are very low cost or free, so an e-business allows for highly cost-effective marketing strategies.

Flexible Business Hours

E-business breaks down the time barriers that location-based businesses encounter, according to eCommerce Education. Because the Internet is available 24 hours a day, seven days a week, your business never closes. An e-business can literally be making money while you are fast asleep.

Eliminates Geographic Boundaries

An e-business also allows you to broaden your reach. An online business can reach customers in the four corners of the Earth. As long as someone has an Internet connection, you may be able to reach and sell your product or service to these visitors to your business website.

Reduces Transaction Cost

Running an online business reduces the cost per transaction because it takes less manpower to complete an online transaction. Once you get your website up and running, the customer places the order online, which removes the need for a salesperson. The customer payment goes through your online payment processing software or system—again eliminating the need for a store clerk. Someone has to download the order and ship it, which is probably you, but an e-business transaction has less burden of cost on the business, making each transaction more cost effective than a brick-and-mortar business.

Low Overhead Costs

Running an e-business cut back or out most of the costs involved in running a physical location. E-businesses have less expensive phone, rent and utility bills than businesses with physical locations. An e-business also reduces the cost of paying employees because you do not need someone to “man” your website during business hours. Some e-businesses do not require any additional space and can be run out of your home, which you are already paying rent for or your mortgage payment. Even

housing inventory may not be an issue because you may be able to establish a drop-shipping situation, where your wholesaler ships orders for you on behalf of your business.

Demerits of e-business:

Security and integrity issues

Hackers are adept at manipulating online business websites to harvest financial data. The information you require of your customers -- shipping address, credit card details and email -- potentially provides ample resource for hackers to initiate identity theft. This risk keeps some people from shopping online. You have to assure customers of the security of their personal data as they interact with your e-business. Ensure site integrity by investing time and money in learning and implementing good security measures, including digital signatures and data encryption, to protect client information lest it falls in the wrong hands and lawsuits ensue.

Purchase to delivery time

As much as the Internet has the advantage of processing orders and payments in real time, this has little benefit to the customer who requires the purchased item equally fast. Unlike brick-and-mortar businesses, purchases from your e-business typically have a time lag from purchase to delivery of the physical goods. Some customers would rather go to the physical store and pick up the item unless it's of a digital kind, such as an e-book or music file.

Momentary Intangibility

The personal touch is a missing factor in online transactions. An e-business normally offers the customer no physical proximity to the items purchased until delivery. Experiencing the feel, taste or smell of a product can influence the decision to buy. Unless it's a repeat buyer, your typical customer would want to feel the texture of the leather wallet, the comfort of the shoe or smell the cologne before ordering. The absence of an opportunity to physically examine the product places a major limitation on e-businesses.

Sectoral limitations

Not every company can participate in e-commerce. Some are challenged in terms of expertise and availability of technology, while others carry products that can't be shipped economically. For example, some large, odd-sized items may be uneconomical to transport across state lines, making it difficult to sell them online. Other products may be legally restricted, depending on state and federal laws, such as certain explosives, ammunition and alcoholic beverages.

CHAPTER - 2

INDUSTRY, COMPANY

PROFILE

AWARDS AND RECOGNITION

COMPANY PROFILE

FLIPKART is an Indian E-commerce company established in 2007 by two IIT Delhi graduates, Sachin and Binny Bansal. It is today India's largest online shopping website. Flipkart is the first Indian firm to start E.COM business in India. The business was formally incorporated as a company in October 2008 as Flipkart Online Services Pvt. Ltd. The company was started with the prime objective back of making books easily available to consumer who has access to internet. Today, it is present across product categories including movies, music, games, mobile, cameras, computers, healthcare and personal product, home appliances and electronics, stationery, perfumes, toys, shoes and a lot more. The first product sold by them was the book Leaving Microsoft To Change The World, bought by VVK Chandra from Andhra Pradesh. It operates exclusively in India, with headquarters at Bangalore. Flipkart has launched its own product range under the name Smartbuy (electronics accessories, effectively replacing "DigiFlip"), home appliances under the brand "Citron". Flipkart has also launched its own range for large appliances with name MarQ. Flipkart employs more than 4500 people. Initially funded by the Bansals themselves with 4 Lacks. In April 2016, Sachin Bansal and Binny Bansal were named to time magazine's list of 100 most influential people.

Awards and Recognition

1. In April 2016, Sachin Bansal and Binny Bansal were named to Time Magazine's list of The 100 Most Influential People.
2. In September 2015, the two founders entered Forbes India Rich List debuting at the 86th position with a net worth of \$1.3 billion each.
3. Sachin Bansal was awarded Entrepreneur of the Year 2012–2013 from Economic Times, a leading Indian Economic Daily.
4. Flipkart.com was honored as the Young Turk of the Year at CNBC TV 18's 'India Business Leader Awards 2012' (IBLA)

ACQUISITIONS

1. 2010: “We Read”, a social book discovery tool.
2. 2011: “ Mime360”, a digital content platform company. And “Chakpak.com”, a Bollywood news site that offers updates, news, photos and videos.
3. 2012: “Letsbuy.com”, an Indian retailer in electronics. Flipkart has bought the company for an estimated US \$25 million.
4. 2014: “Myntra.com”, in an estimated INR 2,000 crore deal.
5. 2015: “FX Mart”, is a company that engages in electronic payments, remittance, foreign exchange, and travel-related businesses, in an estimated deal of Rs 45.4 crore (\$6.8 million).
6. 2016: “PhonePe” was founded in December 2015, by Sameer Nigam, Rahul Chari, and Burzin Engineer. The app went live in August 2016 and was 1st payment app built on unified payments interface.
7. 2016: “Jabong.com”, was an Indian fashion and e-commerce portal founded in 2012. Flipkart acquired Jabong through its unit Myntra for about \$70 million. However, in February 2020, Flipkart formally shut down Jabong to shift focus completely on its premium clothing platform Myntra.
8. 2017: “eBay”, In April 2017, Flipkart had acquired eBay’s India operations in exchange for equity; eBay had then invested \$500 million in cash in Flipkart. However, in May 2018, after Walmart announced its decision to acquire a 77 percent stake in Flipkart, eBay sold its stake in the Indian e-retailer for about \$1.1 billion.

Business Structure

In a report dated 25 November 2014, a leading media outlet reported that Flipkart were operating through a complex business structure which included nine firms, some registered in Singapore and some in India. In 2012 Flipkart co-founders sold WS Retail to a consortium of investors led by Rameev Kuchhal.

Finance

Initially, they had spent ₹400,000 (US\$6,100) only for making the website to set up the business. Flipkart has later raised funding from venture capital funds Accel India (\$1 million in 2009) and TigerGlobal (\$10 million in 2010 and \$20 million in June 2011). On 24 August 2012, Flipkart announced the completion of its 4th round of

\$150 million funding from MIH (part of Naspers Group) and ICONIQ Capital. The company announced, on 10 July 2013, that it has raised an additional \$200 million from existing investors including Tiger Global, Naspers, Accel Partners and Iconic Capital.

Flipkart's reported sales were ₹40 million (US\$610,000) in FY 2008–2009, ₹200 million (US\$3.1 million) in FY 2009–2010 and ₹750 million (US\$11 million) for FY 2010–2011. In FY 2011–2012, Flipkart is set to cross the ₹5 billion (US\$77 million) mark as Internet usage in the country increases and people get accustomed to making

purchases online. Flipkart projects its sales to reach ₹10 billion (US\$150 million) by year 2014. On average, Flipkart sells nearly 10 products per minute and is aiming at generating a revenue of ₹50 billion (US\$770 million) by 2015. On November 2012, Flipkart became one of the companies being probed for alleged violations of FDI regulations of the Foreign Exchange Management Act, 1999.

Flipkart reported a loss of ₹2.81 billion (US\$43 million) for the FY 2012–13. In July 2013, Flipkart raised \$160 million from private equity investors. In October 2013, it was reported that Flipkart had raised an additional \$160 million from new investors Dragoneer Investment Group, Morgan Stanley Wealth Management, Sofina SA and Vulcan Inc. with participation from existing investor Tiger Global. On 26 May 2014, Flipkart announced that it has raised \$210 million from Yuri Milner's DST Global and its existing investors Tiger Global, Naspers and Iconic Capital.

In early July 2014, it was also highly speculated that Flipkart was in negotiations to raise at least \$500 million, for a likely listing in the US for 2016.

On 29 July 2014, Flipkart announced that it raised \$1 billion from Tiger Global Management LLC, Accel Partners, and Morgan Stanley Investment Management and a new investor Singapore sovereign-wealth fund GIC. On 6 October 2014, Flipkart sold products worth ₹6.5 billion (US\$100 million) in 10 hours in a special one-day event—"The Big Billion Day", claiming they had created e-commerce history, but their hard-won reputation for good customer service

Suffered because of technical problems, and angry reactions on social media from buyers disappointed with the pricing and availability of products.

It claimed to sell a whopping 500,000 mobile handsets, 500,000 clothes and shoes and 25,000 television sets within hours of opening its discounted sale at 8 AM. In December 2014, After it received \$700 million from another funding, Flipkart had a market cap of \$11 billion. In May 2015, Flipkart has raised \$550 million from some of its existing investors, in a deal that raises the valuation of the privately held Indian startup to about \$15 billion.

On 20 December 2014, Flipkart announced filing application with Singapore-based companies' regulator ACRA to become a public company after raising \$700 million for long term strategic investments in India following which its number of investors exceeded 50. The \$700 million fund raised by Flipkart added new investors—BaillieGifford,GreenoaksCapital,SteadviewCapital,T. Rowe Price Associates and Qatar Investment Authority—on company's board.Its existing investors DST Global, GIC, ICONIQ Capital and Tiger Global also participated in this latest financing round.

By August 2015, after raising \$700 million, Flipkart had already raised a total of \$3 billion, over 12 rounds and 16 investors.

In what has been the company's latest round of funding, Flipkart announced on April 10, 2017, that it has secured a fresh \$1.4 Billion at a valuation of \$11.6 Billion. Flipkart managed to secure this

investment at a post-money valuation of \$11.6 billion from the likes of Tencent, eBay, and Microsoft. This fundraising round also witnessed participation from existing Flipkart backers — TigerGlobal, Naspers, Accel and DST Global.

On 10 August 2017, Softbank Vision Fund invested \$2.5 Billion in Flipkart.

'Flipkart revenue rose 18% to Rs15,264 crore for the year ended 31 March from Rs12,818 crore in the previous year' – Livemint

Regulatory action and lawsuits

The Government of India informed the parliament in 2016, that it had asked the Enforcement Directorate to investigate Flipkart Online Services. In August 2014, the Enforcement Directorate claimed that it had found Flipkart to be in violation of the Foreign Exchange Management Act.

On 30 November 2012, Flipkart's offices were raided by the Enforcement Directorate. Documents and computer hard drives were seized by the regulatory agency.

Delhi High Court observed violation of foreign investment regulations by E-Commerce firms including Flipkart.

In January 2016, a public interest litigation came up for hearing which alleges Flipkart to be in contravention of foreign investment norms. The court asked the Reserve Bank of India to provide the latest circular on foreign investment policy.

In January 2016, the Department of Industrial Policy and Promotion (DIPP) clarified that it does not recognize the marketplace model of online retail.

In February 2016, Health Minister, J P Nadda, informed that the Maharashtra FDA had taken action against Flipkart, among others, for selling drugs without valid license

CONCEPTUAL FRAMEWORK / NATIONAL AND INTERNATIONAL SCENARIO

NATIONAL SCENARIO :

Flipkart has worked wonders in the field of E-Commerce, wholly revolutionising the way Indians purchased products, that too directly from the conglomerates themselves. This was brought about by a sound Finance System.

Initially, the founders had spent ₹4lakh to set up the business. Flipkart has later raised funding from venture capital funds Accel India (US\$1 million in 2009) and Tiger Global (US\$10 million in 2010 and US\$20 million in June 2011). On 24 August 2012, Flipkart announced the completion of its 4th round of \$150 million funding from MIH (part of Naspers Group) and ICONIQ Capital. The company announced, on 10 July 2013, that it has raised an additional \$200 million from existing investors including Tiger Global, Naspers, Accel Partners and Iconiq Capital.

Flipkart's reported sales were ₹40 million in FY 2008–2009, ₹200 million in FY 2009–2010 and ₹750 million for FY 2010–2011. In FY 2011–2012, Flipkart is set to cross the ₹5 billion (US\$100 million) mark as Internet usage in the country increases and people get accustomed to making purchases online. Flipkart projects its sales to reach ₹10 billion by year 2014. On average, Flipkart sells nearly 20 products per minute and is aiming at generating a revenue of ₹50,000 crore (US\$.8 billion) by December 2015.

On November 2012, Flipkart became one of the companies being probed for alleged violations of FDI regulations of the Foreign Exchange Management Act, 1999

In July 2013, Flipkart raised USD 160 million from private equity investors, taking the total to USD 360 million in its recent fund raising drive to build and strengthen technology and bolster its supply chain.

In October 2013, it was reported that Flipkart had raised an additional \$160 million from new investors Dragoneer Investment Group, Morgan Stanley Investment Management, Sofina SA and Vulcan Capital with participation from existing investor Tiger Global. With this, the company has raised a total \$360 million in its fifth round of funding, the largest investment raised by an Internet company in India, emulating InMobi's \$200 million investment from Softbank in September 2011.

The company valued at approx. US\$15.5 billion (May 2015), and plans to use the capital raised to improve its technology and supply chain capabilities, enhance its end user experience and for hiring.

India's e-commerce market was worth about \$2.5 billion in 2009, it went up to \$6.3 billion in 2011 and to \$14 billion in 2012. About 75% of this is travel related (airline

tickets, railway tickets, hotel bookings, online mobile recharge etc.). Online Retailing comprises about 12.5% (\$300 Million as of 2009).

India has close to 10 million online shoppers and is growing at an estimated 30% CAGR vis-à-vis a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales.

India's *retail market* is estimated at \$470 billion in 2011 and is expected to grow to \$675 Bn by 2016 and \$850 Bn by 2020, – estimated CAGR of 7%. According to Forrester, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012–16.

INTERNATIONAL SCENARIO :

Flipkart's reach has not yet reached the International market so we cannot comment on its International Scenario but the management has plans of extending its business to the South East Asian region.

1. eKart is what was earlier known as FLIPKART Logistics.
2. eKart is part of WS Retail Services Private Limited, the business to customer company of Flipkart.
3. It is more economical than other 3rd party logistics companies.
4. Being able to service more orders through other e-commerce websites will allow eKart to scale and expand its network, which will in turn benefit Flipkart as well.
5. eKart's reach – 150 Cities, the largest such network set up by an online retailer in india.
6. eKart currently offers currently services such as delivery logistics, reverse logistics and pay on delivery.





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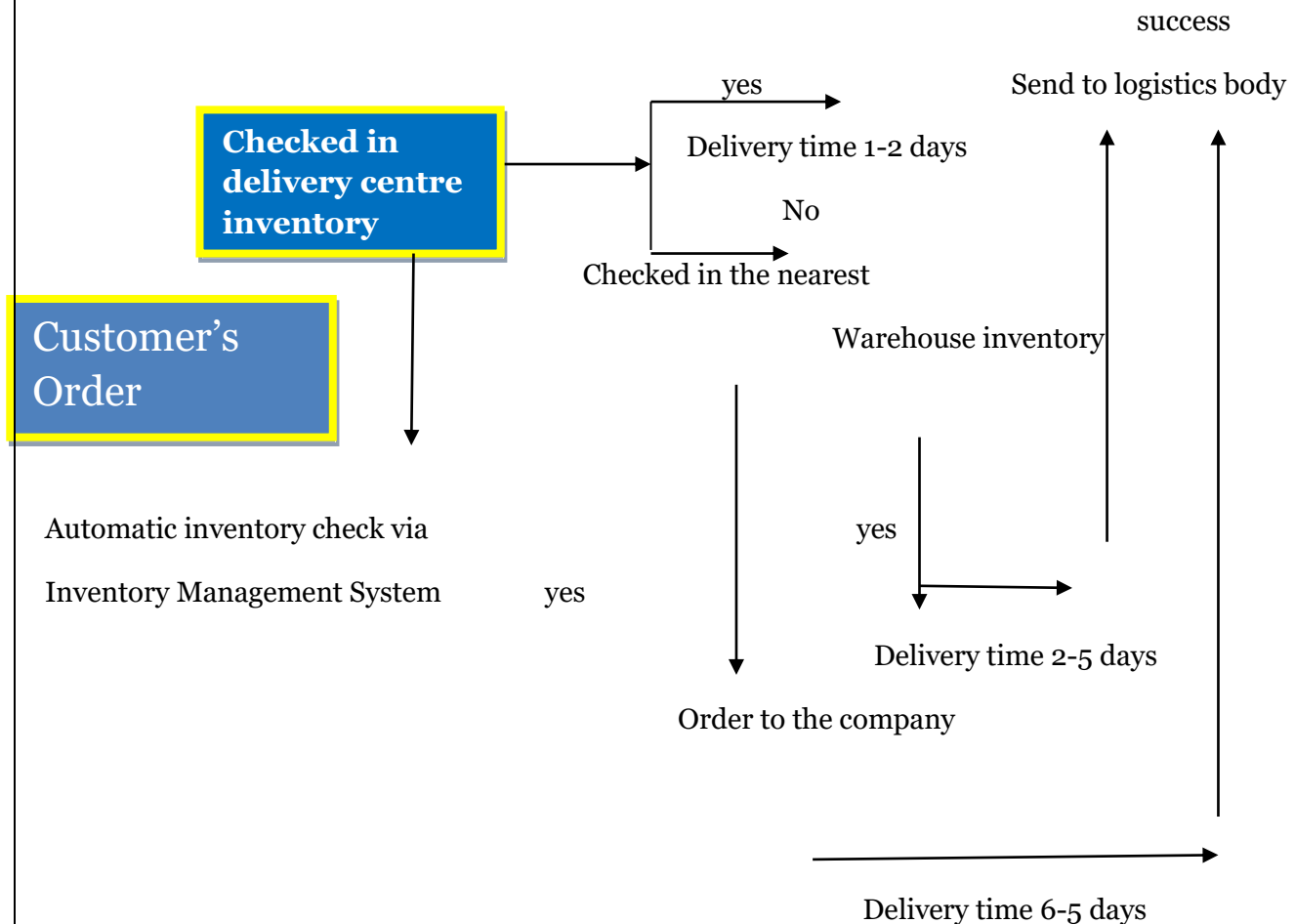
BUTOR FRAME

(in overall India)

INSIDE VIEW OF WAREHOUSE

25 Warehouses.

500 delivery centres:- previously it was 150, others newly formed (aim to reduce the time of delivery). It also has expanded its last-mile delivery services to 27,000 kiranas, or privately owned local convenience stores. The stores are located across 700 cities and 20 states throughout India.



Logistics

Logistics is one of the most important facets of any successful ecommerce venture. Flipkart ships more than 30000 items a day which makes management of the logistics a cumbersome task for the company. Furthermore, the cost of the delivery is borne by the company itself making logistics a financially complex issue also. Hence in order to successfully manage logistics Flipkart uses its in-house logistics (FKL) as well as third party logistics (3PL) services. While more than 90% of the Cash on delivery (COD) shipments and about 60-70% of the overall shipments are delivered by the FKL the rest of shipments are catered by 3PL service providers. Moreover, if there are more than 100 deliveries for a particular destination the company uses FKL. In case of FKL, the shipment is first transported to Mother hub and then to delivery hub and subsequently from delivery hub the last mile delivery is done using suitable mode of transport such as two-wheelers, bicycles, or on foot. The company has tie-ups with more than 15 courier companies like Blue Dart, First Flight etc. to deliver their products and Indian post for areas where courier do not reach. And to manage the 3PL providers efficiently the company allocates time slots to different logistics partners and they can pick up deliveries on specified time slots only.

For delivering the items the logistics service among the three is decided based on the area where the item needs to be delivered as well as product type and payment method. FKL is presently available in major tier 1 cities including metros only. The company uses India Post only in case if the shipment location is not serviced by any of the 3PL as well as FKL primarily because of the higher delivery time. Moreover, India Post orders are of prepaid nature only. The delivery time varies between 3 days to 3 weeks depending on the location and availability of the product. For example imported products take about 3 weeks' time to get delivered to the customers whereas if product is available in local warehouse it gets delivered within 3 days. The mode of transportation is also dependent on the location. For example, the inter-city, trans-zone deliveries are made using air cargo whereas satellite cities and others in close proximity; products are transported overnight by train or truck. For the local parts of the cities where the warehouses of the company exist products are delivered using two-wheelers, bicycles, or on foot depending upon the proximity of the place.

Reverse logistics / returns processing

The returns for Flipkart are 2.6%. It follows a 30 day return policy. This policy which is primarily aimed to build trust with the consumers, has led to many customers abusing Flipkart. For example there have been several incidents when a customer buys a book only to read it and then return it within 30 days. Similar incidents have been observed with mobile phones as well. Flipkart, through its data management systems, has tried to identify such frauds.

Return of a product to Flipkart can happen if the 3rd party cannot deliver to the address or the customer does not accept the product. Some orders are cancelled while the delivery is being processed by the courier company. Such order is not recalled but delivered to the address and then cancelled. Customers can call the customer support and courier back the product to Flipkart. The delivery cost is borne by Flipkart.

When a customer requests return of a product, there are 3 paths this request can take:

1. Replacement: Flipkart returns the product to the supplier and obtains a replacement that is delivered to the customer.
2. Store credit: If the customer is not satisfied with the product, he or she is given store credit of the same amount.
3. Actual cash-back: Given out as cash for cash-on-delivery payment or refunded for online payment.

Procurement

When Flipkart started its operations, they had employed the consignment model of procurement. In this model, the retailer (in this case Flipkart) holds the inventory owned by the supplier, and buys it from the supplier only when it is sold to the end consumer. Since the channel was new and unproven, this was the most risk-free way to operate. However, they have now discontinued this now and inventory now is purchased.

Procurement of items could be for:

- A. Inventory:-**These items are pre-ordered based on previous sales data to stock as inventory. This category includes items with relatively low demand elasticity, fast selling items and items with relatively long shelf life.
- B. Just in-time:** Items procured just-in-time are used to serve immediate outstanding orders. Items with low or unpredictable demand are typically procured on an order-to-order basis. Just-in-time procurement is also used for expensive items or products that have seen slow sales growth.

As of now, the number of orders served from the inventory is roughly 75%, with 25% orders being served by procuring just-in-time. Procuring just-in-time is comparatively more expensive as the volumes for such orders are low, and the supplier discount offered therefore is considerably lower. However when ordering for inventory, bulk purchase is made and hence a much better price is realised. Therefore the company would ideally like to move to a ratio of 9:1 ratio of orders served through inventory to those procured just-in-time.

As a caveat however, there is an inherent trade-off between the company long term objective of reducing just-in-time procurement, and its motto of “Consumer Delight”. This is because in order to maximise consumer delight, the company would have to strive to serve all types of consumer orders and provide them with the maximum possible variety of products, which would require just-in-time procurement since many products have limited demand and cannot be store inventory. However, operational efficiency demands rationalisation of product line and choosing one customers.

Sourcing at Flipkart is conducted at two levels:

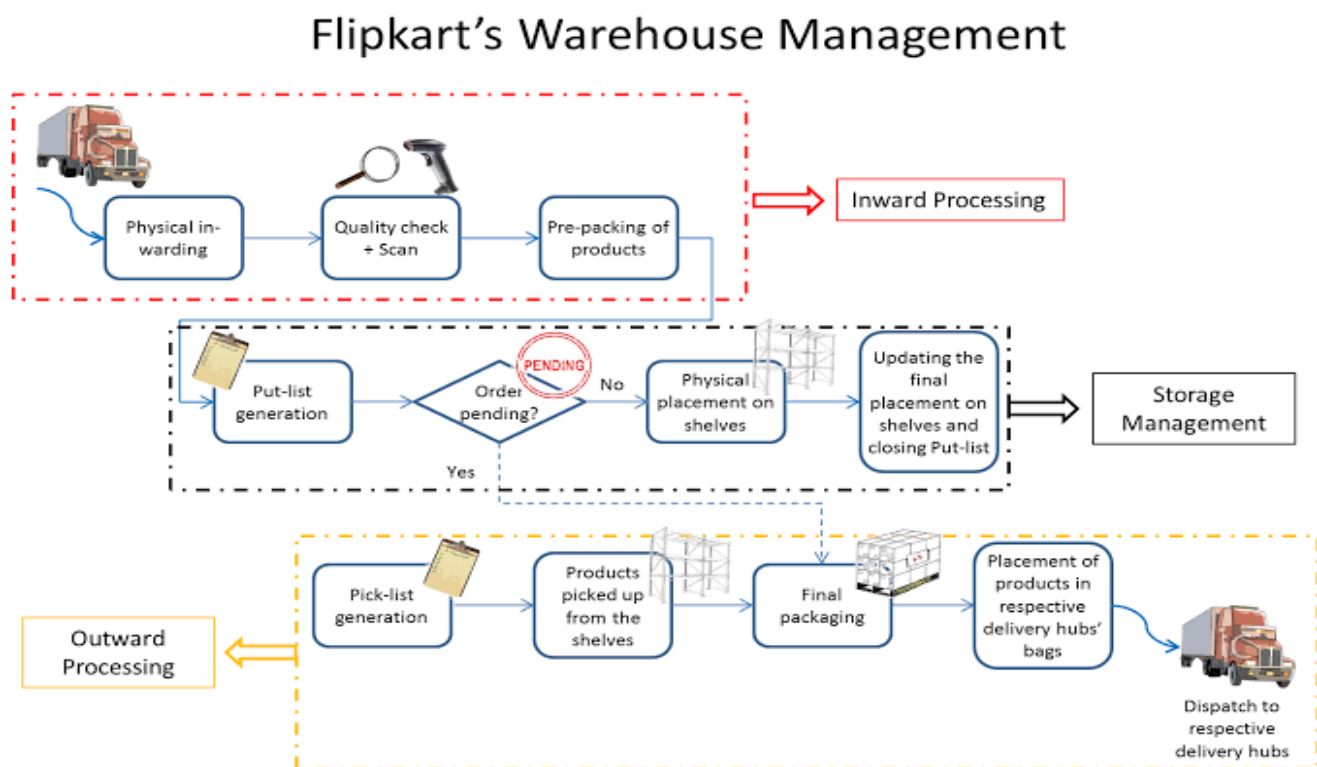
- 1. Regional: By Regional Procurement Teams***
- 2. Centre: By the Central Procurement Team***

Each regional procurement team has a network of local suppliers for made-to-stock as well as on-demand (Just in-time) procurement. They also have visibility of the stock for different SKUs with these suppliers, as last updated on the procurement team system by these suppliers. From Flipkart perspective.

Stock out: Defined as when the product is unavailable in the inventory (held in warehouses) as well as Flipkart suppliers (as last updated)

The central procurement team has visibility of all the regional procurement teams' views, and therefore can monitor the stock levels for their suppliers all over the country. The central team focus is on bigger suppliers with a country-wide reach.

Flipkart's Warehouse Management System



Flipkart has 7 major warehouses spread across the country in Mumbai, Kolkata, Delhi, Noida, Pune, Chennai and Bangalore. They have smaller regional distribution centres at over 500 locations spread across Tier I and high volume Tier II cities.

In Flipkart 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 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.

Some issues identified at the Warehouse Management level:

1. All the scans while conducting inward processing for each of the products are done manually. There is some scope of automation at this stage.
2. Due to packaging litter, there emerge chances of difficulty in mobility within the warehouse. Disposal of packing material may be addressed for better streamlining and ease of mobility.
3. Currently, there are separate sections for separate categories in the storage area, e.g., in the Bangalore warehouse, a whole floor is dedicated to books, while the other floor is dedicated to other categories. With the increase in the number of SKUs that Flipkart is undertaking for sale, the Warehouse management system's complexity will increase and its scalability in the current form might come under question. Hence, pre-emptive efforts may be made to make sure that the systems and processes are scalable based on increasing variety and quantity of SKUs handled.

Order Processing –

Flipkart uses its own ERP systems to process orders and track the details of all the transactions that need to be carried out. A typical order at Flipkart starts with the customer searching, selecting the required item and placing the order. This on an average takes around 8-10 clicks to get the order placed. The email Id is considered to be the unique identification of a customer and all the records are maintained with reference to this Id.

The payment can be made by using debit card, debit card, Net banking or COD(Cash on Delivery). The payment gateway used is powered by CC Avenue. Flipkart is working to have its own payment gateway which has not been possible so far because hosting a payment gateway requires fulfillment of Payment Card Industry Data Security Standards (PCI DSS).

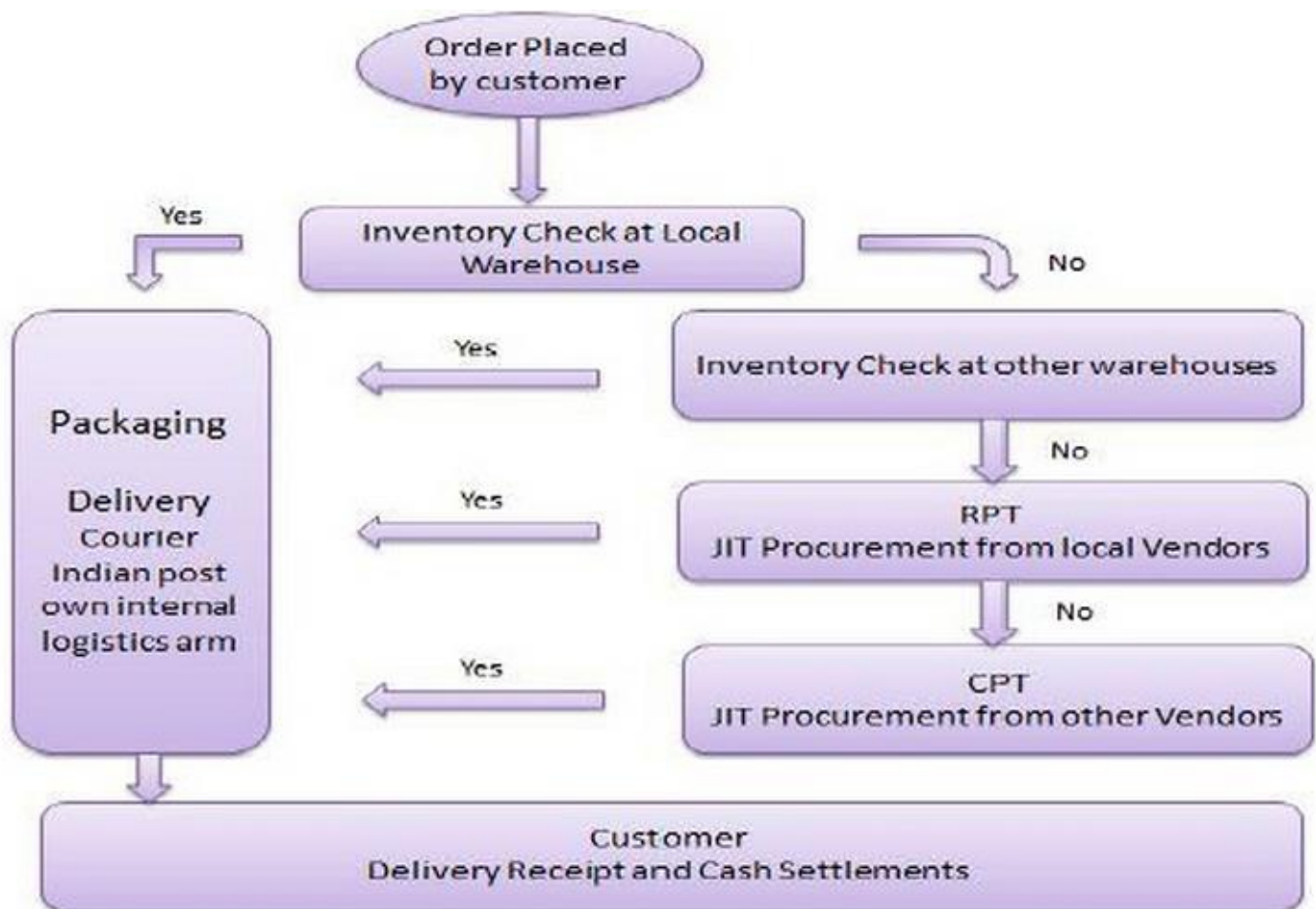
Order Fulfilment –

Customer orders are fulfilled either via Inventory or JIT procurement depending upon the availability of the products.

1. As soon as the order is placed and approved, there is an inventory check done at the local warehouse. If the item is not found at the local warehouse, then the order goes to the nearest and then other warehouses. The product is then packaged and delivered to the customer.
2. If the item is not found in the inventory it is forwarded to the Regional Procurement Team (RPT) for JIT procurement from local vendors. If yet not possible, the order goes to the central procurement team (CPT) for the last option of procurement. After procuring from the vendor, the product is packaged and delivered to the customer via the most convenient warehouse. They have an understanding with their vendors for order tracking, reconciliation and MIS (Management Information Systems).

As and when the item is found, it is packaged then and there and shipped to the customer via either courier, Indian post or its own internal logistics arm depending upon the area where the item need to be delivered. The customer is kept updated on the status of his shipment via message, email and/or through website. An item is labeled out of stock only if it is not neither present in the warehouses nor with the vendors.

Flipkart, with its focus on customer delight, ensures an excellent after-sales service to its customers with regard to the delivery and/or addressing grievances related to any faulty or unsatisfactory products. The return of such items is done in an effective manner without any disputes. This is possible given the understanding with the vendors. For example, in case of electronics, warranty and after-sales service is largely manufacturer responsibility. Whenever required, Flipkart facilitates a smooth interaction between the customer and manufacturer/service centre.



Flipkart has fared very well in terms of the delivery time. It varies between less than 24 hours and 3 weeks depending on the location and availability of the product. On an average the delivery time is 3-4 days with a typical breakup as follows:

1. 1 day for order processing
2. 2 days for delivery
3. 1 day as buffer

Inventory Management:

The inventory stocks are replenished whenever it goes below Reorder point. In order to decide on reorder point and demand forecasting of each SKU, the company employs Holts forecasting method. Holts method is useful in cases where linear trends are present and requires separate smoothing constants for slope and intercept. The forecasted demand used at Flipkart using Holts method is based on historic trend and seasonality in not accounted.

The company employs FIFO(First In First Out) method for its inventory management, under which for any shipment request to a particular warehouse the oldest inventory items are shipped first. This makes a lot of sense especially for the electronics items since the technology becomes obsolete very quickly.

With respect to determining what items to store in the warehouse and what items to be procured from vendors, Flipkart uses Long Tail Concept, which is nothing but selling a large number of unique items with relatively small quantities. Flipkart orders such items on adhoc basis and usually dont keep inventory of such items since the demand for such items is very less and thereby minimizing overall distribution and inventory costs.

Supplier Management

Flipkart has always operated on the philosophy of starting out small and then scaling up as demand grows. It has been the same with selection of suppliers. For a new category, they generally start of by sourcing from local suppliers and distributors. Once there is enough demand generated, they approach the larger wholesalers or manufacturers directly. This serves two main proposes :

1. It helps them to get better deals from the bigger manufacturers if they can order in larger quantities frequently enough.
2. It avoids the channel conflict dilemma that large suppliers face when they agree to similar terms with a smaller volume online player like Flipkart as compared to an established offline distributor.

An example of this strategy mentioned by PawanRaghuveer, Mgr. Flipkart Supply Chain Excellence Division, is that given that Flipkart is now Indias largest online retailer of books and they are larger than many offline stores as well – most of Flipkarts books are sourced directly from publishers.

Across product categories, Flipkart works with over 500 suppliers including several international suppliers as well. Flipkarts steady rate of growth has allowed them to get the best credit lines from their suppliers. They signed their first international supplier deal with Ingram Books in 2008 and they prefer working with them due to high level of predictability.

In fact, considering that customer delight is Flipkarts primary motto, any delay in supply can lead to late deliveries to the end-customer. So Flipkart follows a grading system of its suppliers based on their fill-rate performance. Suppliers are grouped into A, B and C grades based on their past performance.

There are several other secondary considerations while placing an order with a supplier:

1. Price considerations – As mentioned before – credit lines and discount terms play an important part in selecting suppliers.

2. Quality Check contract – Depends on whether QC will be done at suppliers place and then product will be shipped to Flipkarts warehouses or if the QC has to be done at Flipkarts warehouses
3. Percentages of Returns Accepted – Higher the percentage of returns accepted by a supplier, the better for Flipkart.

Customer Support

Customer Support function for an e-commerce website is one of the most important touch-points for the business in terms of building trust, customer acquisition and maintaining customer loyalty.

Flipkart Customer Support team consists of call-centre agents who handle in-bound and outbound calls and also a team that handles e-mail queries. The entire team is based out of Bangalore and forms a core part of Flipkart 6,000-strong employee base. Given that Flipkart tries to differentiate itself on superior shopping experience and customer service is an integral part of that – Flipkart prefers to train its own support staff rather than outsourcing the function to a BPO agency.

At present, a customer calls due to one of the below reasons:

1. Sales Assistance
2. General Enquiries
3. Product/Shipping related enquiry

One of the major reasons for these calls is Indian consumers poor familiarity with online shopping protocols. It is important to note that Flipkart tries to ensure that any order is placed within 6 clicks on the website.

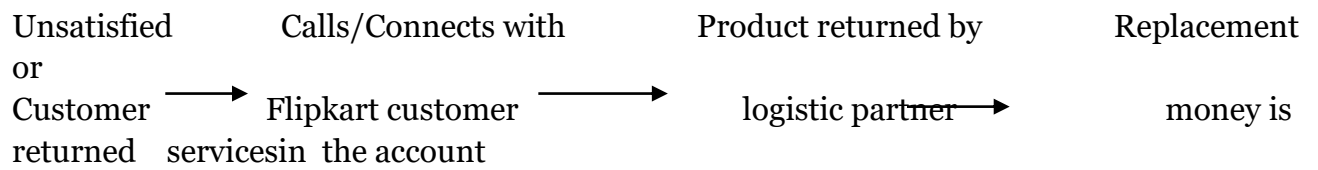
There is also an outbound call-centre that performs the following tasks:

1. Pro-actively inform customers about any delay in deliveries.
2. Pro-actively check the status of refunds or returns.
3. Inform the user in case any delivery has not been successful due to the customer not being present at his address.

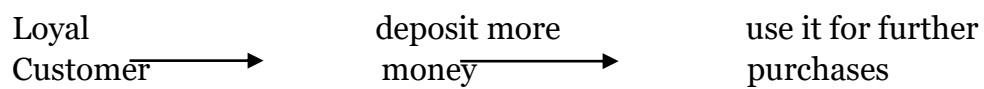
Despite all the good intentions of Flipkart in providing high-quality customer service, there are several internet blogs that suggest that their service quality has dipped in the last year or so.⁷ A major reason for this could be the growth in number of customer service executives“ not keeping pace with the increase in business volume. There could also be a problem of increased complexity in query handling due to increase in number of SKUs and product categories that would demand more rigorous training for the support staff

AFTER SALES SERVICES

1. 30- DAY Money back guarantee.



2. E-WALLET Feature (Flipkart adds new dimensions to its operating cycle)



3. Reporting & Analytics

On the basis of your Schemes/Discount/Offers/ past Behavioural purchase Recommendations are generated

4. Reviews

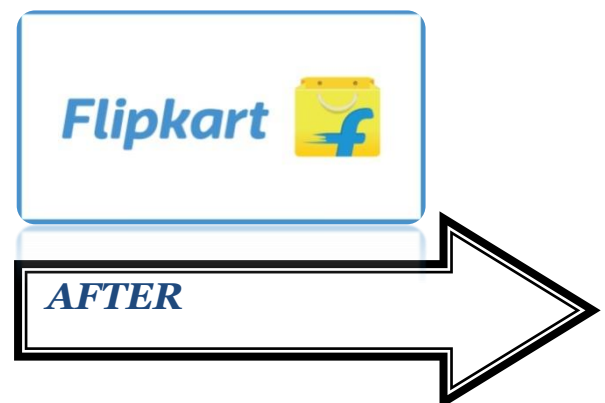
First to

Certified Buyer

How are their products less expensive?

RETAIL STORE (ORGANIZED)	ONLINE STORE
Need a shop floor or chain of shop floor	Managed by centralized warehouses
Need skilled sales and management staff	Need customer service associates
Need branding and display	No need for branding and display of the product
Need to pay overheads such as electricity bill, telephone bill, stationeries etc at every store.	Comparatively less Expensive as overhead are born only for the dispatch centers.
Need furniture and equipments which need maintenance at every store	Need few furniture and equipments which requires less maintenance cost

LOGO



CHAPTER - 3

AIM, VISION, MISSION, OBJECTIVE & TRAINING AND DEVELOPMENT

AIMS

To become the largest retailer of India. Flipkart wants to be present across all categories, except in groceries and automobiles, the CEO said. “Our target is not just those who shop online”. We want to highlight the convenience of e-commerce to traditional offline shoppers and, thus, help grow the market.

VISION

“To become Amazon of India”.

MISSION

“Providing a delightful and memorable customer experience ”.

OBJECTIVE

“Completely hassle free shopping experience with best prices in India”.

TAG LINES

1. *Ab Har Wish HogiPoori*

2. *AbhiNahiTohKabhiNahi.*

3. *If It’s Trendy, It’s On FLIPKART.*

4. *Be Trendy, Always.*

5. *Itne Mein, ItnaaMilega.*

6. *The Online Mega Store.*

7. *Shopping KaNaya Address.*

TRAINING AND DEVELOPMENT

Before we interact with the employees/staff on the floor (ground) we have an induction program of approx. 2 days and in this 2 days of induction program we have been taught several things about the company and about the different departments that how they will work and meet all customers demands on time without any breach.

In 2 days of training we also learnt about POSH (Prevention of sexualize harassments). Because this training is very important and it has to be more sufficient enough to develop the internal and external personality. This proofs the individual's interior and exterior capability. In the training we have been taught everything about the firm and also about its terms and conditions of how they work.

The training is given on 2 basic platforms:

The training is of total 10 days in which 2 days for class room training about introduction of whole. And another 8 days is for practical training which is divided in 2-2 days on the ground with different departments which includes Inbound, inventory, Outbound and Returns department.

Onthe job: - On the job training places the employees in an actual work situation and makes them appear to be immediately productive. It is learning by doing. For jobs, that either are difficult to simulate or can be learn quickly by watching and doing on-the job training makes sense.

Off the job: - Off-the-job training covers a number of techniques and tricks, films, demonstration, tests and other simulation exercises, and programmed instruction.

SWOT ANALYSIS

STRENGTH

1. It has its own logistics arm (eKart Logistics).
2. It has its own logistics arm (eKart Logistics).
3. Many payment options.
4. First mover advantage
5. Customer orientation website.
6. Various filters to sort through products.
7. Offers competitive prices through discounts.
8. Quick home delivery.
9. Gift services on various occasions.
10. Cash on delivery.
11. Pay later option (up to 5000/-)
12. 24*7 customer service

WEAKNES

1. Proliferation (spreading/publicity) of m-commerce.
2. Increasing internet penetration.
3. Target social media for more number of customers.
4. Untapped potential in FMCG sector.

THREATS/ RISK

1. High competition by other existing online markets/New players.
2. Capture of latent market demand by competitors.
3. Government policy regarding FDI in e-commerce.

LITERATURE REVIEW

In this competitive world, this company Flipkart is doing their best to satisfy the customers need and wants whenever they want in E-commerce industry. As they are training the employees at their best level and making the employees more physically and socially active nowadays, because in today world internet is a huge platform where we can do anything and can share anything whenever we want and where ever we want. It builds the employees mindset and improve their skill set at regular basis.

The Electronic Commerce, or E-commerce, industry is one of the most enlightened sectors of the economy. The industry is growing very rapidly, so data collection and estimation are particularly difficult. E-commerce today gained so much popularity because its essential technologies are worked out at huge steps. We are even offered to feel the product to better understand its shape, size and quality. In these benefits why to go out somewhere else when all you have to do is make an order, choose the delivery method, put up your feet and wait till the order is supplied right to your door-step.

Basically, training and development programs are conducted to check the capability and to improve skills. Development is a process that leads to qualitative as well as quantitative

advancement in the organization, especially at the management level; it is less considered with physical skills and is more concerned with knowledge, values, Attitudes and behavior in addition to specific skills. Hence, development can be said as a continuous process whereas training has specific areas and objectives. So, every organization needs to study the role, importance and objectives of training and its positive impact on development for the growth of the Organization. Quality of work life is a process in which the organization recognizes their responsibility for excellence of organization performance as well as employees skills. Effect of E-business and on firm's Supply Chain Introduction E-business is computing and communication through internet which has enabled a business to execute front end backend processes of a business. In today's scenario it has become a key enabler to drive the supply chain integration. Business can use internet to

- Gain global visibility across their extended network of trading partners
- Help them respond quickly to a range of variables from customer demand to shortages of resources.

By adopting e-business methods in the supply chain pattern we can achieve goals of reduced cost increased flexibility, faster response times more efficiently and effective

SOURCES

DATA COLLECTION MEDIUM

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

Primary data was collected through:-

➤ Personal Observation

➤ And through practical work.

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

Secondary data was collected through:-

FLIPKART website



News



FLIPKART Stories



And other websites.



CORONA IMPACT

PM Narendra Modi announced a 21-day nationwide lockdown on Wednesday (25/03/2020) to stop the COVID-19 from entering the third stage (community spreading) in India. This move was in succession to the Janta Curfew implemented by the country on Sunday.

Amidst all the chaos and a fight to stop virus from spreading any further, e-commerce giant Flipkart, owned by US-based big box retailer Walmart Inc., announced the temporary suspension of its operations in India.

A message issued by the e-retailer on their website read “Hello fellow Indians, We are temporarily suspending operations. Your needs have always been our priority and our promise is that we will be back to serve you, as soon as possible.”

Due to the struggles faced to carry out business in the last few days as restrictions on movement of people and goods were enforced across different states, Flipkart suspended its operations across India.

INSIDE LOOK – HOW FLIPKART DISTRIBUTION CENTRES ARE BEATING BACK THE COVID - 19 CRISIS

Even as the nation goes into an extended lockdown in the wake of COVID-19, Flipkart’s operations across the country have geared up to deliver essentials. E-commerce has been of timely assistance, bringing much-needed essentials to the doorsteps of millions of Indians, while ensuring that social distancing and hygiene protocols are followed. In a Twitter poll, e-commerce customers attested that e-commerce has helped them maintain social distancing to help flatten the curve and curb the spread of corona-virus infection.

Take a look at these pictures from Flipkart’s Distribution Centres(DC), warehouses and delivery hubs



Preventive measures start even before distribution centre employees come into work. Social distancing is the norm during transit to and from the workplace.



Image credit: stories.flipkart.com

A daily briefing in the time of social distancing at our RDC in Haringhata,

Cleansing and sanitization of contact surfaces is carried out every few minutes at all Flipkart facilities.



A distribution centre employee undergoes temperature screening in Haringhata.

At Flipkart's distribution centres and hubs, precautions are in place to ensure the safety and wellbeing of staff and customers alike. Hand hygiene, temperature checks and personal protective equipment have become business as usual in this new reality. Facilities are sanitized and fumigated. Hub employees, security personnel are instructed take extra precautions to ensure that their hubs are routinely cleansed before heading out to deliver essentials. Wearing face masks and following social distancing protocols are now an integral part of day-to-day operations and part of every associate's go-to-work checklist.

THE JOB AT A GLANCE

The job that I was offered at FLIPKART (eKart) was the position of Intern as a Supply Chain Executive in Warehouse & Logistics Management. It was a 45 days long internship program. In warehouse department, all the team members had to work almost whole the week and sometimes 24/7 as e-commerce is the most interactive and challenging platform now-a-days, in this we had serve our customers hassle free shopping experience with in time limit. Like the team members, I also had to work 6 days and a day was week-off. They work on 5S strategy

1. SORT - Organization (Keeping only what is necessary and discard everything else)
2. SET IN ORDER – Orderliness (arrange and label only necessary items for easy use and return by anyone)
3. SHINE – Cleanliness [keeping everything swept and clean for inspection (for safety & preventative maintenance)]
4. STANDARDIZE – Standardized cleanup(the state that exists when the 1st 3-pillars or “S’s” are properly maintained)
5. SUSTAIN – Sustaining the discipline (making a habit of properly maintain correct procedures)

DUTIES AND RESPONSIBILITIES

After spending 2-2 days in every department i.e. Inbound, Outbound, Inventory and Returns, my OJT was decided in Inventory Department. In this department, the FLIPKART obtains its products in proper bin and maintain a healthy stock day to day work. Also a part of IRT in inventory, its such a major role in warehousing . it helps picking boys to pick a product within a stipulated time.

INVENTORY PROCESS

There are 3 ways used in Inventory:-

1. GTL
2. B2L
3. Stock Take.

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

ADVANTAGE:

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

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

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

There are 3 ways of S.T.

Product based

Location based

Product/location based.

CHAPTER 4

FINDING, RECOMMENDATIONS

CONCLUSIONS & RECOMMENDATIONS

FINDINGS:

- There is not much difference in gender for using online shopping.
- Students and salaried persons are most frequent users of Flipkart.
- Frequency of purchase for electronics, books and music, apparels and accessories are more in Flipkart.
- Word of mouth was more influential in promotion as many people were made aware by their friends and family when customers recommend this website to them.
- Highly discounted products got out of stock quickly, since customers purchased it as on as they could when they see high discount on good featured product.
- The services provided by Flipkart are good and even more scope of development is there for increasing the customer strength.
- Digital marketing techniques like search engine marketing, links providing other website and advertisement also functioned well for promotion of this website.
- Fast delivery is one of best service Flipkart is providing.
- Different payment options available in Flipkart made customers more satisfied and comfort for paying while purchasing product.
- Customers feeling more secured when purchasing through Flipkart because of different policies and services they have.
- In comparison with competitors, Flipkart is charging free shipping for the purchase of 300 plus rupees, while others free ship the service without any barrier.
- Out of stock is the main issue faced by Flipkart.
- Most of customers have good experience with Flipkart while purchasing products.
- Most of them are satisfied with the services of Flipkart and so that they succeed in retaining the customers.
- Advertising is an important way to have the brand and products familiar to consumers Convenience and time saving are two important factors that customer looking for while purchasing through online.

RECOMMENDATIONS

- Flipkar has successfully placed itself into the prospects mind making it the India's largest online store with huge range of products. But it still needs to work on their core competence that is books and stationery items.
- Delivery services can be improved mainly in rural areas by selecting appropriate courier service which has services in customer area for dispatching an item.
- Can make free delivery to all priced products.
- Can include more coupon codes and gift vouchers for increasing the traffic of the customers.
- Out of stock items can made available as soon as possible and intimate the needed customers.
- Should look for International/ Overseas markets or Neighbouring Countries.
- Critical mass of Internet users–Internet users in India is increasing at increasing rate, so Flipkart can target more & more cities i.e not only tier 1 & 2 but also tier 3 & 4 cities, which will help generate stronger customer base & more revenues.
- Should clearing focus on the Growing Online Apparel business & it can diversify into apparel category either organically or inorganically by acquiring other portals.
- User Experience: Portal should continuously aim to work to improve the user experience by adding more & more innovative features in the website like virtually shopping basket, virtual trial rooms. In this competitive world to differentiate via user experience, the ultimate winner will be the Indian online consumer.
- Should comprehensively invest into E-CRM & online reputation management.
- Logistics & Supply Chain: can continuously aim to reduce the delivery time cycle.
- Price will still be a factor as amazon being a huge company will use its economies of scale to remove their competitors from the market; therefore they need to be more competitive on that aspect.

CONCLUSIONS

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

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