SUMMER INTERNSHIP REPORT

On

A study on Reverse Logistic with reference to Flipkart

Submitted By:

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(A project report submitted to Biju Patnaik University of Technology (BPUT), Rourkela, Odisha for partial fulfillment of the requirements for the award of Degree of MBA Program)

Under the guidance of

Internal Guide:

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Estd. 1999

Declaration

I am Shailesh Nayak , a bonafide student of BIITM, pursuing MBA, do hereby declare that the study entitled **"A study on Reverse Logistics with reference to Flipkart."** is my authentic work, I have completed my study under the guidance of **Prof. Manoj Kumar Rout** ,BIITM Bhubaneswar .

All the data furnished in this project report are authentic and genuine and this report neither full nor in part has ever been submitted for award of any other degree to either this university or any other university.

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<u>Internal Guide Certificate</u>

This is certify that Mr. Shailesh Nayak , a student of MBA of BIITM, Bhubaneswar has successfully completed his summer Internship Project on the topic of " A study on Reverse logistics with reference of Flipkart".   He has worked on the Summer Internship Project from 2 September 2021 to 17 October 2021.

His performance during the project was extremely satisfactory.

Signature:

Name of the Guide: Prof. Manoj Kumar Rout

Date:

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CERTIFICATE

This is to certify that the project report entitled "**A study on Reverse Logistic with reference to Flipkart.**" was prepared by **Mr. SHAILESH NAYAK** under the guidance and supervision of **Mr. MANOJ KUMAR ROUT**, (**Assistant Professor, Operation**)**,** BIITM, Bhubaneswar during the session of 2020-2022 for the partial fulfillment of Masters in Business Administration.

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Date: **Principal, BIITM**

Company Certificate

<u>Acknowledgement</u>

This project report bears the imprint of many people on it. I am very much thankful to BIITM, Bhubaneswar for the successful completion of my SIP report.

I would like to thank my project guide Prof. Manoj Kumar Rout, the Faculty Member, BIITM, for his invaluable guidance and assistance in preparing the project report and also contributing a lot for accomplishment of this Project.

I am highly indebted Mr Pratik & Mr .Abir Roy,Flipkart my corporate guide, who guided my during the internship period and suggested many issues which has been taken care in my project work.

I am also expressing my indebtedness to my sisters and my friends who gave their full-fledged co-operation for the successful completion of my project.

Preface

It is a great opportunity for me to pursue my MBA in BIITM ,under BPUT, Rourkela, Odisha. In the accomplishment of Summer Internship Program I am submitting a report on **"A study on reserve logistics with reference to Flipkart ".** Subject to the limitation of time, efforts and resources every possible attempt has been made to study the matter deeply. The whole project is measured through the questionnaire, the data further analyzed and interpreted and the result was obtained. The purpose of this report is to give a brief idea about what has been done in the summer training. This report comprises of various things and knowledge I have got during my summer internship at Flipkart. The objectives of preparing this report are as follows:

1.To study the warehouse management system.

2.To study the reverse logistics

3.To study inward & outward process

4.To find apt reasons for the high return of goods from the customers end.

5.To find way to make the reverse logistics more cost effective from e-commerce platforms.

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1.Background of the study

1.1.INTRODUCTION

Logistics plays a key role in monitoring the inflow and outflow of goods from a warehouse and their return policy also .An efficient logistics system can save millions in a business unit .According to Cambridge English dictionary, "logistics is careful planning for a complicated activity so that it happens in a successful and effective way". In supply chain management this is related to delivery of finished products from production line to the warehouse and further to the customers. According to Kayikci (2019), the way resources are shipped, stored, and obtained to the end destinations are looked after under logistics. The control, execution, and planning of the placement and movements of these services and goods regularly take place. On similar lines, reverse logistics is a term coined in 90's due to changes in environmental laws and state policies. It involves processes that involves activities that take place after the sale of products. It generally involves return of a product from customer and sending it further for refurbishment, service and recycling. E-commerce returns in the reverse logistics are a bit different from regular supply chains .In E- commerce products are not used by customers and returns are generally received after 15 days .

To satisfy the customers demand the companies frame policies that suit the customer , but there exists a lot more behind this process. The online shopping sites offer special advantages for products with a longer life cycle e.g. clothes and shoes. The customer is provided 30-45 days for easy return.The key objective of this to study the impact of reverse supply chain in e-commerce in India.

Logistics management is the part of supply chain management and supply chain engineering that plans, implements, and controls the efficient, effective forward, and reverse flow and storage of goods, services, and related information between the point of origin and point of consumption to meet customers' requirements. The complexity of logistics can be modeled, analyzed, visualized, and optimized by dedicated simulation software. The minimization of the use of resources is a common motivation in all logistics fields. A professional working in the field of logistics management is called a logistician.
A logistician is a professional logistics practitioner. Professional logisticians are often certified by professional associations. One can either work in a pure logistics company, such as a shipping line, airport, or freight forwarder, or within the logistics department of a company. However, as mentioned above, logistics is a broad field, encompassing procurement, production, distribution, and disposal activities. Hence, career perspectives are broad as well. A new trend in the industry is the 4PL, or fourth-party logistics, firms, consulting companies offering logistics services. Logistics is divided into two categories

- Inbound: The acts of procuring material, handling, storage and transportation.
- Outbound: The acts of collecting, maintaining, and distributing/delivering goods.

Reverse Logictics

The reverse logistics refer to the movement of goods from one area/ final destination, as part of supply chain management process. Today online shopping or purchase mechanism has been dominating the ecommerce economy, and exchange mechanism between the seller and customer has been upgraded, with objective of maximizing customer demand. The strategies which organizations today undertake to satisfy customer demand include stocking of seasonal inventory, accepting return product from customer, handling of damaged product etc. The online shopping has resulted in bringing maximum convenience to the customer by saving his time and assuring him complete satisfaction. Customers are equally satisfied with return policy offered by the organization. The E-commerce logistics is backbone of e commerce industry. Typical E-commerce logistics companies from India are practicing and grabbing market in India. Today companies confronted with challenges relating to e commerce transaction particularly with reference to assured reverse logistics. Hence developing reverse logistics management is of paramount importance to the management. At the same time assured reverse logistics is helping companies to gain more and more market share.

Reverse logistics plays a vital role in helping online retailers to deal with product return. Online retailers can increase online shoppers' buying confidence and customer satisfaction as well as obtain a good reputation by fulfilling the demand of customer through reverse logistics, which is about the return policy in e-commerce. The return policy has the capability of assisting in recovering and handling service failures such as poor product quality and wrong items to keep customers enhance customer satisfaction as well as building loyalty. It is also can be used to gain competitive advantages that are capable of satisfying the customer and winning customer loyalty in a competitive online environment.

<u>Literature review</u>

Logistics and supply chains have always been open to introduce new technological developments, Supply chain managements has undergone a lot of changes in the past decade E-commerce has brought advanced methodologies in supply chains Kayikci(2019). Jap, S.D.(2007) earlier predicted the impact of closed loop supply chains on the buyers of products and the sellers too. Molla, A. (2007) predicted e-commerce and its benefits in developing countries. Terzi, N. (2011) studied the impact of rising e- commerce trends and gave an estimate regarding the future growth. Biswas (2018) highlighted that for the unprecedented growth of e-commerce in India, some of the major factors are the emergence of retail as a dominant segment of the market, the dedication of government to 'Digital India', and an Internet user database of 400 million. Wang et al., (2019) suggested that the revenue of the e- commerce of India is expected to increase to 120 billion USD in 2020, increasing at a yearly rate of 51%. The reverse logistics involve replacements, disposal, and recycling, repairs, reselling returned products, exchanges and returns. The flow of reverse logistics also involves the complete ownership cost, energy used in the complete process, distance, percentage of cost recovery, handling cost per item, percentage of recycled material, disposition of cycle time, and amount of resold and returned products. Dutta et al (2020) tried out in developing sustainable e- commerce model for Indian markets. A multi objective optimization model is developed by them. In the areas of reverse logistics of the supply chain, an impact by return policy decisions and pricing areas have been found in both indirect and direct channels of distribution. These impacts also involve the impact of discounting of price on inventory level and ordering decision. Moreover, an increasing amount of attention has been acquired both from the industries and from the academic world by reverse logistics (Zhang, Dong & Sarker, 2018). There are numerous reasons for this. In 1997, $862 billion was the total cost of logistics (Zhang, Dong & Sarker, 2018). Besides, the wastages from the system can be minimized through effective utilization of resources and implementation of practices of reverse logistics.

This is one of the biggest reasons why various Indian industries are not able to consider the benefits gained from practices of reverse logistics. Before the implementation of reverse logistics, it is important that the Indian industries have discussed and identified the logistic issues that can be faced in Indian conditions.

Some of the challenges faced by e-commerce retailers in India are: On the customers part ,the reasons that initiate the process of reverse logistics is wrong size or color, returns involve no cost, ease of exchanging the item with another of same cost, ease to return unwanted gifts. For a retailer or for the supply chain things that matter the most are framing customer friendly policies,

handling the returned goods, making a detailed record of reason of return, to decide about restocking or discarding the items ,monetary loss involved .All these things make it difficult for a retailer to handle the products that come through reverse logistics. This process of returning the products in the recent years have become an essential part of the online shopping cycle .

The customers want flexible return policies and suppliers are bound to provide flexible returns policies as the customer does not gets the privilege of checking the things by his own hands. The returns in the e-commerce cost three times more than the first shipping but still the companies are providing customers with easy returns policies.

The major challenges faced by Indian E-commerce retailers are:
• High volume of returned goods
• Costs involved in receiving returns
• Lack of human resources for handling returns
• Maintenance of reasons of return (data for future
sales)
• Management of returns (restock or discard)
• Government policies
• Legal issues (for expensive items)

Some of the common challenges of reverse logistics that have been found in the environment of Indian Business are quantity of product return, kinds of products returned by customer, decision-making in operation of reverse logistics, the ratio of reverse logistics cost to cost of total logistics, the impact of return on profit, the impact of used product return on profitability of the company and liberal return policies .

1.Reverse Logistics

According to Alfonso-Lizarazo et al (2017), reverse logistics is known as "the process of planning, implementing, and controlling the efficient, cost-effective flow of raw materials, in-process inventory, finished goods, and related information from the point of consumption to the point of origin for the purpose of recapturing or creating value or proper disposal". In the B2C e-commerce model, the term of reverse logistics defined by American Reverse Logistics Executive Committee which is to retrieve the value of the product or make it appropriately handled, the process of moving the product from the consumer to the source (Li & Li, 2015). Reverse logistics refers to the return of products to sellers or manufacturers due to their problems or consumer dissatisfaction. According to Kok et al (2016), the term of reverse

logistics in online shopping is about the return policy which allows online consumers to return products based on the rules and procedures that listed in the return policy.

In recent years, reverse logistics has become an essential issue in e-commerce because it can generate revenue and meet the satisfaction of online customers. When a customer wishes to return a product, the online retailers must organise, retrieve, and then determine the outcome of the returned product and ship the new product to the customer. Product return may be caused by the vast differences between the real product and product descriptions as well as the human error made by online retailers. According to Rao, Lee, & Connelly (2018), online consumers might want to return or exchange the products when consumers are not satisfied with the product. Hence, a clear return policy able to guarantee the product quality being purchased and make consumers feel security when they received wrong items.

2. E-commerce

Sharma and mittal (2009) "prospects of e-commerce in India" India is showing tremendous growth in the e-commerce. The real estate costs are touching the sky. Today e-commerce has become an integral part of our daily life. There are website providing any number of goods and services. The e-commerce portals provide goods and services in a variety of category. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewelry, audio, video, entertainment, goods, gift articles, real estate and services. Ashish gupta, senior managing director of hellion venture partners and one of the first sponsor of Flipkart as an angel investor.

Miyazaki and Fernandez (2001) the prior experience was found to effect the intention and behavior significantly and in different ways. The result of this study implies that the technology acceptance model should be applied e-commerce with caution. To develop successful and profitable e-commerce business, understand customer's needs. Be ensuring that product must be cheap in web shop as compare to offline store.

Arabzad (2015) To be specific, the place-list problem is to find the best The place to set up a Distribution Center (DC) to distribute the products As per the plan provided with minimum transportation for the customers Plus the cost of stocking up.

D.k.gangeshwar. (2013)," e-commerce or internet marketing: A Business Review from the Indian Context", International Journal of U- and e-Services, Science and Technology. It

concluded that the future of e-commerce in India is very bright, although security, privacy and reliance on technology remain some of the challenges. E-commerce has its drawbacks but still there is a bright future for e-commerce.

Handfield and Nichols (1999) According to him relationship is more important for effective supply chain management. Without effective supply chain relationship any of the effort in business is unsuccessful.

Ellram, (2004), According to him the process of supply chain management exist both service and manufacturing organization. Although there may be managerial complexity in the chain varies greatly from industries and different firms.

Chopra and Meindl (2003) According to him supply chain management is the way to understand operational decision. The importance of understanding the order of processes and flows in a supply chain is a strong prerequisite to clearly understand the operational requirement and meet customer needs.

Lambert and Cooper, (2000) Trust the identity of key chain members to link with, and the processes that need to be linked are part of the implementation of the supply chain management, whose goal is to create maximum value for the entire supply chain network.

Mentzer et al., (2001) According to him supply chain management is a managerial tool to manage the flow of inventory form supplier to customer easily. It also builds the customer to the time delivery of the product.

1.2. RATIONALE OF THE STUDY

The e-commerce industry is gaining importance day by day. It is because many goods which are not easily available in local vicinity are easily available on webpage of e commerce companies. Customer ind it easy to get it and if don't like, customer can return it in due period. Another reason is increasing use of internet and smart phones in day to day life. E-commerce has become a driving force for bringing in a lot of modifications in the existing business models of retail industry. The telecom industry and internet connectivity has shown tremendous growth in recent years. This in turn have impact on user of internet for buying products online. The e commerce

industries also focus on customer satisfaction and doing much effort to achieve it . In the increasing use of e commerce for buying goods online, customer also not confident about product they have ordered and product they will get. But replacement guarantee is giving confidence to customer . The well-known online retailer Flipkart Ltd, in view to achieve customer satisfaction, has started its own logistics service by the name of e Kart. E Kart will ensure delivering product to the right customer in right time. The player in e commerce industry like Jabong, Myntra, Snapdeal etc depends on logistics service providers for delivery in turn customer satisfaction . Myntra is using logistics services from e kart. Reverse logistics is very importance in view to customer satisfaction. But at the same time biggest problem for organizations and supply chains is reducing reverse logistic cost.

1.3. OBJECTIVE OF THE STUDY

1.To study the warehouse management system.

2.To study the reverse logistics

3.To study inward & outward process

4.To find apt reasons for the high return of goods from the customers end.

5. To find way to make the reverse logistics more cost effective from e-commerce platforms

1.4 Research methodology

Survey Instrument

A pre-designed questionnaire was used in the study which was distributed in multiple modes like online google form . The questionnaire contains 10 questions Results along with parts of

the questionnaire, survey items and satisfaction levels were presented in forthcoming sections. A five-point Likert Scale was used to analyze the survey responses. The Likert scale is generally used psychometric scale in research involving questionnaires. In this study, the respondents were made to specify their level of acceptance on a symmetric always-never scale for a series of statements. Responses based on Likert Scale and their corresponding scores are shown in Table-1.

For example :

TABLE 1. Scores against five-point Likert item

Very Dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	satisfied	Very satisfied
1	2	3	4	5

TABLE 2

StronglyDisagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Sources of Data

☐ Primary Data

☐ Secondary data

PRIMARY DATA
New data gathered to help solve the problem at hand. As compared to secondary data which is previously gathered data. An example is information gathered by a questionnaire. Qualitative or quantitative data that are newly collected in the course of research, Consists of original information that comes from people and includes information gathered from surveys, focus groups, independent observations and test results. Data gathered by the researcher in the act of conducting research. This is contrasted to secondary data, which entails the use of data gathered by someone other than the researcher information that is obtained directly from first-hand sources by means of surveys, observation or experimentation.
Primary data is basically collected in this project by getting questionnaire filled by the respondent through e-mail.

SECONDARY DATA

The secondary data are those, which have already been collected by someone else and passed

through statistical process. The secondary required of the research was collected through various newspaper and Internet etc.

The primary data is collected through questionnaire via email by survey.

Secondary data present in the websites.

Sample Size

The sample data consists of 204   respondents from various places .

Method of Data collection

Questionnaries and surveys

Characteristics of research

1. A systematic approach must be followed for accurate data. Rules and procedures are an integral part of the process that set the objective. Researchers need to practice ethics and a code of conduct while making observations or drawing conclusions.
2. Research is based on logical reasoning and involves both inductive and deductive methods.
3. The data or knowledge that is derived is in real time from actual observations in natural settings.
4. There is an in-depth analysis of all data collected so that there are no anomalies associated with it.
5. Research creates a path for generating new questions. Existing data helps create more opportunities for research.
6. Research is analytical in nature. It makes use of all the available data so that there is no ambiguity in inference.
7. Accuracy is one of the most important aspects of research. The information that is obtained should be accurate and true to its nature. For example, laboratories provide a controlled environment to collect data. Accuracy is measured in the instruments used, the calibrations of instruments or tools, and the final result of the experiment.

Chapter-2

COMPANY PROFILE

1. About the Company

    i. Introduction
    ii.   Background history of flipkart
    iii. Achievement of flipkart
    iv. Acquisitions made by flipkart
    v. Competition :The major competitor

2. About the founder of Flipkart

3. Company structure

4.Reverse Logistics /returns processing

5.Warehouse Management System

6.Organisational Function

7. Return Center

8.SWOT Analysis

1.<u>ABOUT THE COMPANY</u>

All of us love to do online shopping as in this tech world who does not want to get his/her work done while sitting comfortably at home? Shopping and buying necessities have been made less time consuming, less expensive and much easier and comfortable for us by online e-commerce platforms. It could not have been possible if these e-commerce platforms were not available. One of these major platforms is Flipkart which is grabbing a larger share of the e-commerce market. So let us now read some facts about reverse logistics in Flipkart and its co-founders Sachin Bansal and Binny Bansa.

INTRODUCTION

Flipkart is one of India's leading e-commerce marketplaces. It was founded in October 2007 and its headquarters are in Bengaluru. It was founded by Sachin Bansal and Binny Bansal. This online venture was initially started as an online bookstore and as the popularity of the company grew, it expanded and diversified its operations.It started selling other items such as music, movies, and mobile phones. As the revolution of e-commerce gained momentum in India, Flipkart grew at an accelerated pace and added several new product lines in its portfolio.

As of now, the company offers 80 million+ products spread across more than 80 categories such as mobile phones & accessories, computers and accessories, laptops, books and e-books, home appliances, electronic goods, clothes and accessories, sports and fitness, baby care, games and toys, jewelry, footwear, and the list goes on.Flipkart has 100 million registered users and more than a million sellers on its electronic commerce platform. To ensure prompt delivery to its customers, the company has invested in setting up warehouses in 21 states.

BACKGROUND HISTORY OF FLIPKART

Flipkart was originally started as an online book store in October 2007. To start Flipkart, the founders Sachin Bansal and Binny Bansal left their jobs at Amazon and took a huge risk to start a venture of their own. When the founders thought of starting Flipkart as a company the market at that time was not so much vibrant and was not adapted to the e-Commerce sector that much. This means e-commerce in India was mostly non-existent at that time and there was no certainty about its future. Still, the Bansals decided to take this risk and now it has turned out to be a huge success.

One of the major problems that Flipkart tackled during its initial years was online payments

because at that time, people in India were averse to make online payments to a virtual store, due to fear of frauds and loss of money.

To deal with this issue, Flipkart launched its Cash on Delivery' service, which helped to build confidence among online buyers. It also made significant efforts to improve the supply chain system, which helped the company to ensure timely delivery to its customers.

ACHIEVEMENTS OF FLIPKART

The company created a record by selling 1 lakh books in a single day in 2013. Flipkart crossed the 100 million mark in registered customers in 2016.

Flipkart achieved the Young Turk of the Year Award at CNBC TV 18's —India Business Leader Awards 2012.

FUNDING

Flipkart has received funds worth more than $ 4.5 billion, with the biggest funding in July 2014 worth $ 1 billion and in April 2017 worth $ 1.4 billion.

List of top investors in Flipkart includes Naspers, Steadview Capital, Tiger Global Management, DST Global, Accel Partners, Dragoneer Investment Group, Baillie Gifford, GIC, Greenoaks Capital, ICONIQ Capital, Microsoft, Morgan Stanley, Qatar Investment Authority, and Sofina.

ACQUISITIONS MADE BY FLIPKART

There is cut-throat competition in the e-commerce market and the biggest Rival of Flipkart is Amazon. In the recent years, many mergers and acquisitions have been witnessed in the e-commerce market and Flipkart has also made many acquisitions to expand its business and boost its sales and earnings.

The major acquisitions made by Flipkart include Myntra, eBay India, PhonePe, Jabong, Letsbuy(dot)com, WeRead, Mime360, chakpak(dot)com, Appiterate, FX Mart, and ngpay. It has

recently acquired its former competitor Snapdeal. It has acquired Snapdeal at a cost of $ 950 million.

COMPETITION: THE MAJOR COMPETITOR

After acquiring Snapdeal the major competitive left against Flipkart is Amazon India. Still, it is facing stiff competition from Amazon India because Amazon has really captured a larger share of the market.

2.ABOUT THE FOUNDERS OF FLIPKART:

Sachin Bansal and Binny Bansal are the founders of Flipkart. Both of them are IIT (Indian Institue of Technology, Delhi) graduates. Both of them are from Chandigarh. Though they share the same last name, they are not relatives. First, Sachin Bansal joined Amazon(dot)com and worked as a software engineer and later he got Binny Bansal to join it. But eventually, they both quit Amazon and decided to start a venture of their own. Thet decided to launch Flipkart.

3.<u>Company Structure</u>

The entire organizational structure of Flipkart is organized in three broad teams as depicted below.

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

Product and Technology Team
The product and technology team is the core strength of the company. The team is responsible for the management of the website as well as the ERP system. It has developed a state of art system in-house using open source software. Website is a backbone of any online retail shop and Flipkart"s website is also managed by this team only. The team manage the entire process right from listing of item to search engine optimization.

Business Development Team
Business development team is responsible for all the activities related to sales including vendor management to pricing and discount strategy.

Operations Team
Operations team deals with all the supply chain aspects of the company right from procurement and warehouse management till customer support.The team support the customers both online via telephone as well as offline via email.

Customer Support team
Flipkart has a strong focus on customer service with customer delight as the top most priority. And to fulfil it the company guarantees a 24/7 full customer support and to cater this facility it has a dedicated customer support team which offers both inbound and outbound support. There are two prime responsibilities of support team:

o **Website Guidance:** The team basically provide guidance to new users of the website on how to navigate through it. It also handles order processing functions like order verification calls, payment related queries etc.

o **Resolution of Issues:** This includes intimation to customer about issues such as any delay in delivery as well as resolution of complaints both pre-purchase and post purchase.

Logistics

Logistics is one of the most important facets of any successful ecommerce venture. Flipkartships 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 born 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 (COD0 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 deliver 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.

4.Reverse logistics / returns processing

The returns for Flipkart are 2.6%. If follows a 30 day return policy. This policy which is primarily aimed to build trust with the consumers, has led to many customers duping 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 processes 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"s 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 stored as inventory. However, operational efficiency demands rationalisation of product line and choosing one"s customers.

Sourcing at Flipkart is conducted at two levels:

(a) Regional: By Regional Procurement Teams
(b) Centre: By the Central Procurement Team

Each regional procurement team has a network of local suppliers for made-to-stock as well as on 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"s system by these suppliers. From Flipkart"s perspective:

Stock out: Defined as when the product is unavailable in the inventory (held in warehouses) as well asFlipkart"s 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"s focus is on bigger suppliers with a country-wide reach.

5.<u>Warehouse Management System</u>

The Warehouse Management System (WMS) is designed to improve every aspect of a company's warehouse operations, providing an organized approach to managing efficiency. Bar code data collection methods are more powerful for warehouse management system, it is the automatic identification system that connects the shop floor to the enterprise software. The warehouse management system controls product receipt, putway and storage. When it comes time to pick up the item, the system directs warehouse workers to the appropriate locations using hand-held tools to take the most efficient route.

Key feature of (WMS)

Management of inventory

WMS should provide good inventory management features. It improves warehouse efficiency, organization and accurate planning for new orders. This approach replaces the traditional approach of allocating space permanently, as it often leads to less used space.

Fulfillment optimization

Customer orders must be analyzed to determine where the products are located, the best available pickup route. The system should also determine the best picking location and proper pickup method. The system must be able to maintain FIFO (First In, First Out) integrity.

Receiving intelligence

The WMS should determine the available locations for the products you receive and automatically specify the best locations. This eliminates the need for warehouse personnel to search available spaces, improving efficiency and taking care of specialized storage considerations. WMS should also identify cross-docking opportunities.

Random slotting

Random slotting means that no item is permanently assigned to the bin. This allows for more efficient use of space and better flexibility to adapt to changes in commodities and demand.

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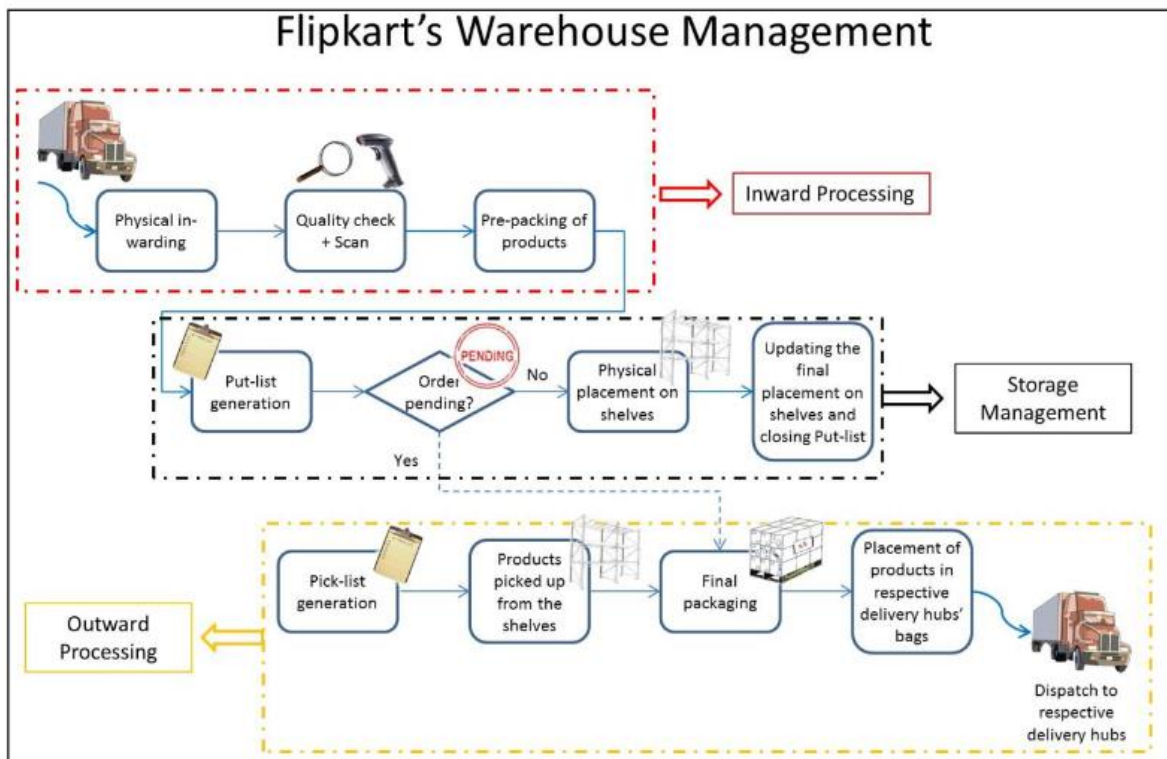
Flipkart has 7 major warehouses spread across the country in Mumbai, Kolkata, Delhi, Noida, Pune, Chennai and Bangalore. They have smaller regional distribution centres at over 500 locations spread across Tier I and high volume Tier II cities.

In Flipkart"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 inwarding: 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.

6.ORGANISATIONAL FUNCTION

i. INBOUND
Inbound freight refers the raw products and materials coming into a warehouse from a supplier or vendor.
In the flipkart inbound department have 2 teams
• BD (Business Developer)
• CPT (Central procurement team)
These two central team will decide how much material should order based on demand of the product in
market or customer order.

Process of Inbound department
• PO (Purchase Order)
It refers to ordering the product based on demand in market .

• Vender sending
After ordering the product vender will receive the order based on that vender will send the products to FC .

• Invoice verification
Invoice verification main process of warehouse (FC) . Invoice verification is making sure whether the vendor is charging customers for what the customers availed. It is done by cross-checking the invoices received against the purchase order and delivery receipt. An invoice is paid only if the invoice details match the supporting documents.

o **Types if invoice**

Tax invoice
Commercial invoice
Bills of supply

• Receiving the good
'Goods receiving' is the function of checking items delivered to the business, either coming in as new stock or as supplies. This includes inspecting the quality, condition, and quantity of any incoming goods, and allocating them to a space in the warehouse.

• Product verification

The Product Verification Process is the first of the verification and validation processes conducted on an end product.

ii) INVENTORY
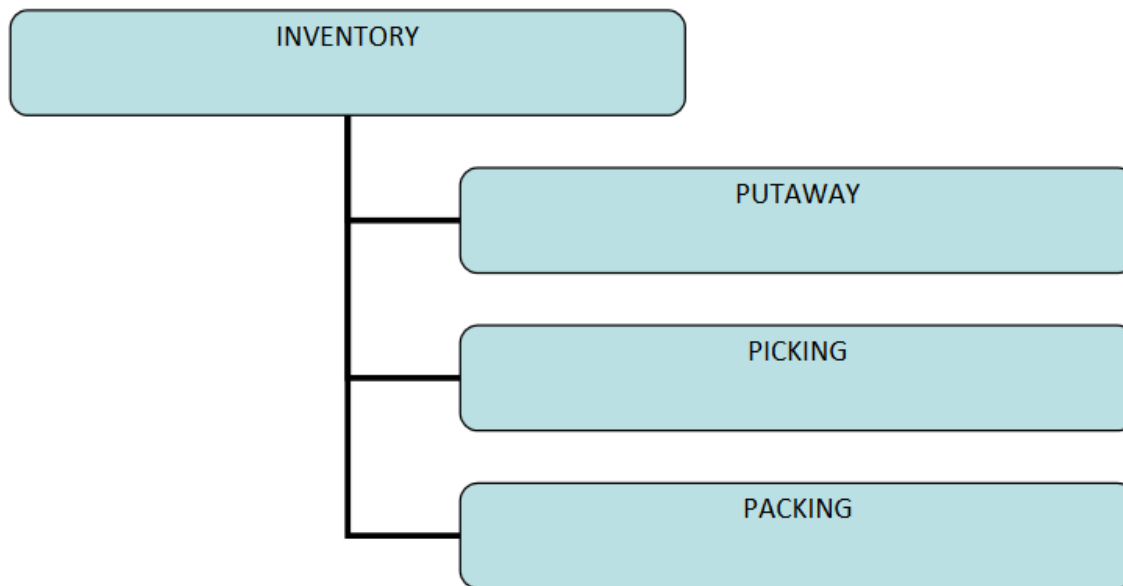
Inventory is the raw materials used to produce goods as well as the goods that are available for sale.

• It is classified as a current asset on a company's balance sheet.

• The three types of inventory include raw materials, work-in-progress, and finished goods.

• Inventory is valued in one of three ways, including the first-in-first out method, the last-in-first-out method, and the weighted average method.

• Inventory management can help companies minimize inventory costs because goods are created or received only when needed.

PUTAWAY

Putaway refers to the process of moving incoming inventory from the receiving zone to an optimal location for storage. As a process, putaway involves more than just transporting inventory from Point A to Point B, though. In alignment with lean warehouse management, optimal putaway involves:

- Quick and frictionless transport of inventory
- Optimal usage of storage space
- Optimal placement of inventory for convenient retrieval
- Documentation of storage
- Safety of all inventory, resources, and warehouse team members

There are three key ways to approach the putaway process — each being more or less ideal than the other options, depending on individual circumstances. Let's take a closer look at each

PICKING

Refers to the process where individual items are picked from a fulfillment facility to satisfy customers' orders. It's an essential aspect of order fulfillment and is considered one of the most expensive and labor-intensive activities for warehouses.

Industry reports estimate that warehouse picking constitutes up to 55% of a distribution center's operating costs. Since warehouse picking directly impacts customer satisfaction, business reputation and profitability, improving this activity is a top priority for companies worldwide.

PACKING

Order packing is the process of packing all the items for an order into an appropriate container before shipping it to the customer. It is the second step in order fulfillment, right after the picking process. The packing process takes place in the warehouse and typically consists of choosing appropriate materials and an appropriate container to pack the products, weighing the package, and labeling it with the relevant invoice or packing slip.

iii) <u>OUTBOUND</u>

The outbound flow in the warehouse begins with a request from released source documents to bring the items out of the warehouse location, either to be shipped to an external party or to another company location. From the storage area, warehouse activities are performed at different complexity levels to bring the items out to the shipping docks.

Each item is identified and matched to a corresponding inbound source document. The following outbound source documents exist:

- Sales order
- Outbound transfer order
- Purchase return order
- Service order

In addition, the following internal source documents exist that function like outbound sources:
- Production order with component need
- Assembly order with component need

The last two documents represent outbound flows from the warehouse to internal operation areas. For more information about warehouse handling for internal inbound and outbound processes, see Design Details: Internal Warehouse Flows.

Processes and UI documents in outbound warehouse flows are different for basic and advanced warehouse configurations. The main difference is that activities are performed order-by-order in basic warehouse configurations, and they are consolidated for multiple orders in advanced warehouse configurations. For more information about different warehouse complexity levels, see Design Details: Warehouse Overview.

In Business Central, the outbound processes of picking and shipping can be performed in four ways using different functionalities depending on the warehouse complexity level.

7.RETURN CENTER

Returns Management and Returns Consolidation has become a necessity with the increase in marketplace platforms. Whether you sell on, Walmart Marketplace (Flipkart) the need for a robust returns management program is a must. LP Fulfilment Solutions receives your returns, inspects, categorizes, and reports on the status of each. You can then provide direction as to whether the items will be made available for sale, quarantined, disposed of, and/or returned to the manufacturer. Of course, if you have other return treatment needs, we can meet those as well.

Reverse Logistics or returns processing is as important to your customer experience as is the initial sale. If your customers become frustrated by a complicated returns process, their frustration will at the very least lead to a loss of future sales. The potential for even more fallout can occur through social media posts that discourage others from purchasing from your site. Deploying our robust reverse logistics solution can alleviate the hassle and negative feedback.

LP Fulfillment Solutions can provide reverse logistics capabilities that include the following:

Destination
Have your clients send their returns directly to our center.

Reporting
Upon receipt of the return – you will receive an email notification along with product disposition.

Sorting
Returns can be sorted and consolidated based upon agreed-upon instructions.

Resale
Items can be made available to sell on your platform with LP Fulfillment Solutions handling order fulfillment.

Manufacturer
Items can be consolidated for a manufacturer's return.

Liquidation
Items can be consolidated for a liquidator.

Disposal
Items can be consolidated for disposal.

Labeling
LP Fulfillment Solutions can prepare any resalable merchandise by re-boxing or re-labeling products.

Reverse Logistic

Flipkart has 30 days return policy. The objective of this policy is to build customer trust. Flipkart returns the product to the supplier and takes the replacement provided to the customer. Now we will see complete process of reverse logistic. Unloading is the first process of return. This vehicle comes from the last mile hub. When the vehicle has arrived at the dock in the Returns Department driver give the two papers i.e. Gate pass & Manifest to the Security Or Deo the Deo will check the manifest & Gate pass and then unloading start.

Gate In

So for gate in we have to select facility i.e. (Warehouse Code) and vehicle no. then click on submit button. Here Gate in successfully done.

Return received

The first is Gate-In & Unloading, now we will continue with second process i.e. receiving. Firstly we have to choose warehouse and then we will click on shipping on shipping tab click on receive return shipment and fill the tracking id or shipment id after that click on receive button. Here we successfully received the product.

Detailed Product Verification

This is the third process of reverse logistics. In this we verify the product because it comes from last mile hub. For this we click on return center tab and select PV for Received Shipment and fill that product tracking id and click on search then we get product description. This will help us to know is product label match with this description or not. After this type product WID and click on print WSN and then click on submit button. If any of the issue was there then mention that and proceed.

8.SWOT ANALYSIS

Strength

1)India's largest e-commerce business
2)Flipkart has its own logistic
3)Flipkart has subsidiaries like phonePe, 2GUD, and E-kart.
4)Tie-ups with best brand like Xiaomi, Realme, Motorola, etc.
5)Cost effective
6)Low cost transaction
7)One time solution providers
Innovative business idea

Weakness

1)Only limited area access, many sub urban and towns are not covered.
2) Flipkart invests in a lot of advertisements to improve and maintain its brand awareness, which is expensive.
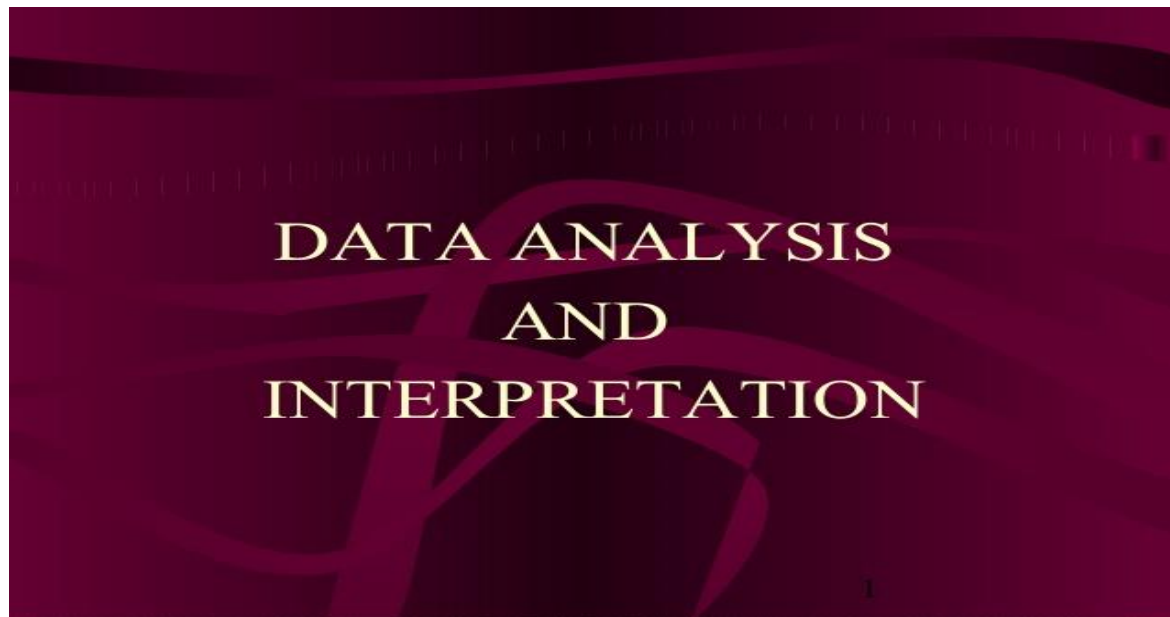3) Website failures.
4) Late delivery
5)Alexa ranking is low

Opportunity

1)Global expansion
2)Great opportunity to expand its business
3) Indian customer are attracting toward online shopping.
4) Mobile application

Threats

1) Market competition with international players like Amazon & E-Bay
2) Technology up gradation by competitor.

CHAPTER -3

1)GENDER

- o MALE

- o FEMALE

TABLE 1

Category of Response	No.of Response	Percentage(%)
FEMALE	143	70.1
MALE	81	29.9
TOTAL	204	100

FIG 1
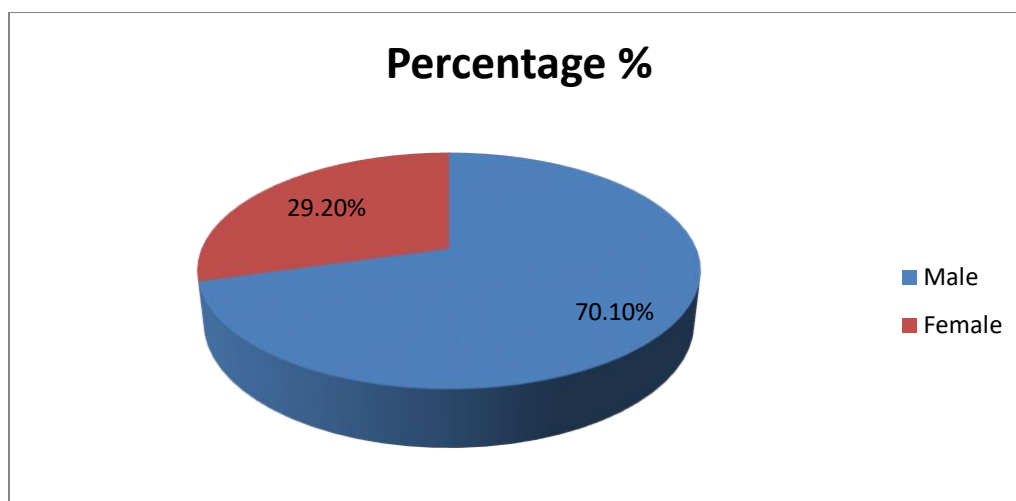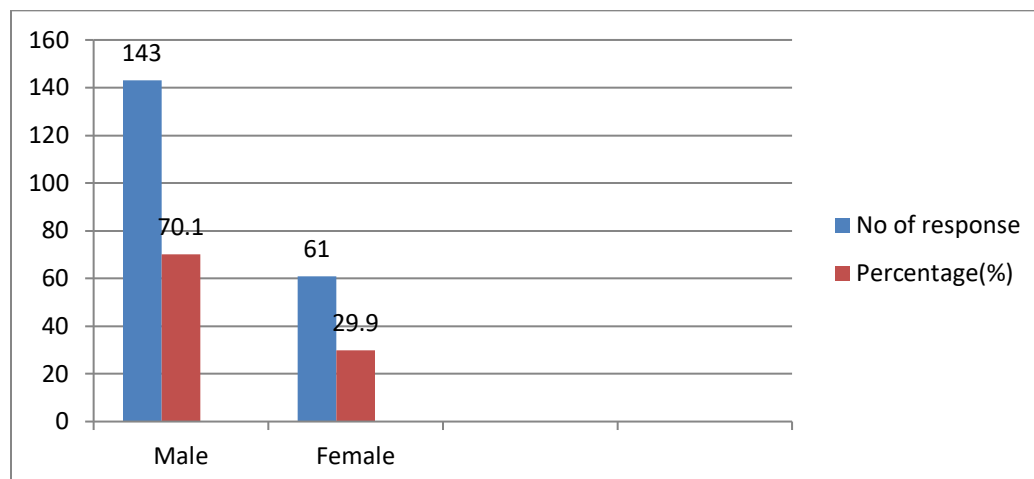
Interpretation: From the above table and figure 1 ,it has been analyzed that out of 204 respondents or 100% respondents ,70.1%(143) respondents falls in the gender (male) group and further 29.9%(81) respondents fall in the gender (female) group.

Observation: From the above data ,it has been concluded that majority of the respondents are male who using online shopping more.

2) Age Group

- o   Below 20
- o   21-30
- o   31-40
- o   40 above

TABLE 2

Category of Response	No.of Response	Percentage(%)
Below 20	15	7.4
21-30	170	83.3
31-39	13	6.3
40-above	6	2.9
Total	204	

FIG 2
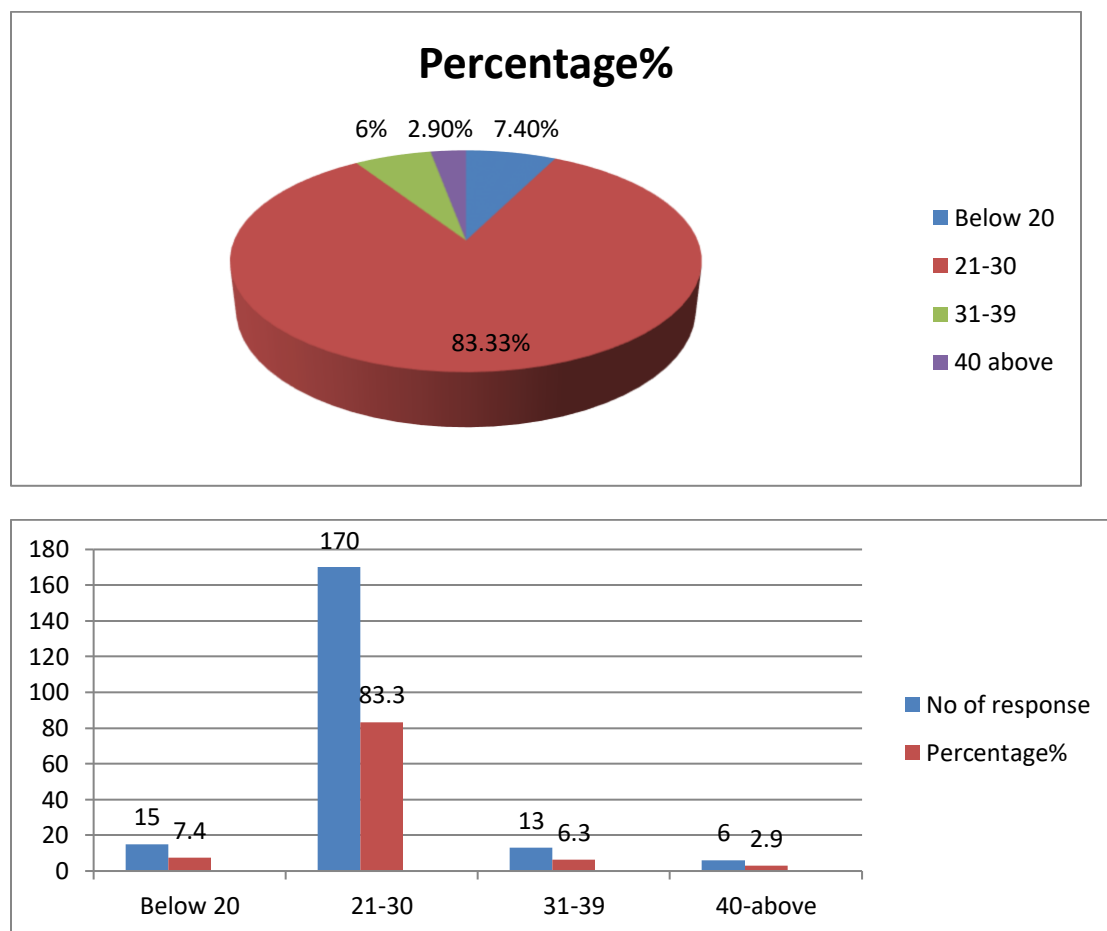
Interpretation: From the above table and figure 2 it has been analyzed that out of 204 respondents or 100% respondents ,7.4%(15) respondents falls in the age group of below 20 years, 83.33%(170)respondents falls in the age group of 21-30 years , 6.3%(13)respondents falls in the age group 31-39 years and 2.9%(6) respondents falls in the age group of 40 above.

Observation: From the above data ,it has been concluded that majority of the respondents are between the age group 21-30 years ,170 respondents and 83.33% . Hence it is concluded that there is relation between age group of respondents in online shopping

3)How many times you useinternet for online shopping ?

- o Once month period
- o once
- o 2 to 5 times
- o 6 times and above

TABLE 3

Category of Response	No.of Response	Percentage(%)
Once month period	96	47.1
once	54	26.5
2 to 5 times	28	13.7
6 times and above	26	12.7
Total	204	

FIG 3
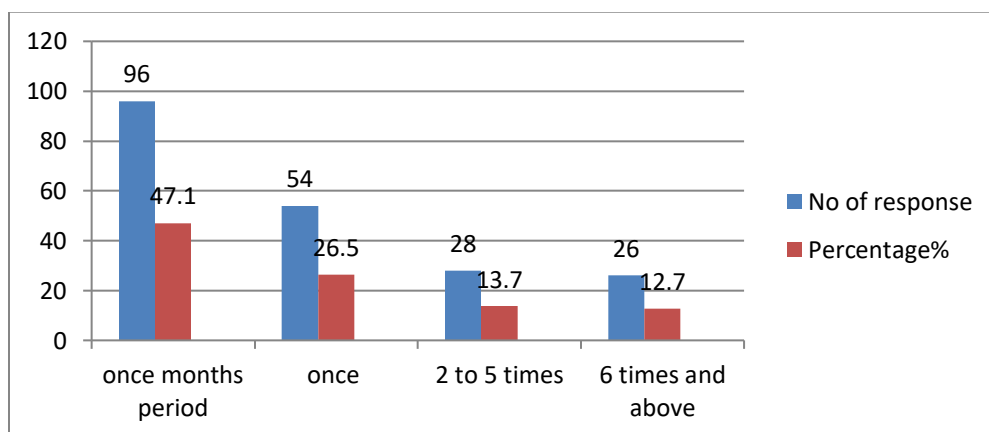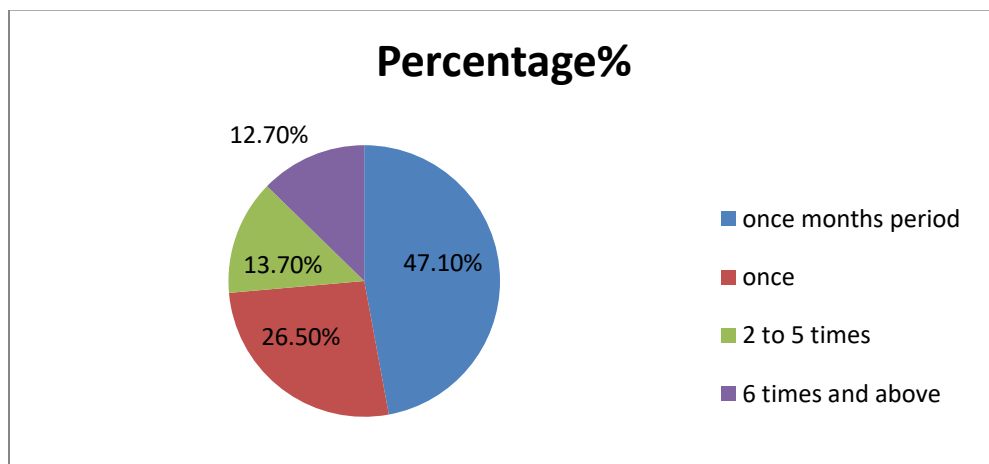
Interpretation: From the above table and figure 3 it has been analyzed that out of 204 respondents or 100% respondents ,47.1%(96) respondents spent once months period , 26.5%(54) respondents spent once , 13.7%(28)respondents spent 2 to 5 times and 12.7% (26)respondents spent 6 times and above in online shopping.

Observation: From the above data ,it has been concluded that majority of the respondents time spent in online shoppings is once month period .

4)Have you frequently using Flipkart shopping app?

o Yes

o No

o   **Table 4**

Category of Response	No.of Response	Percentage(%)
Yes	141	69.1
No	63	30.9
TOTAL	204	100

Fig 4
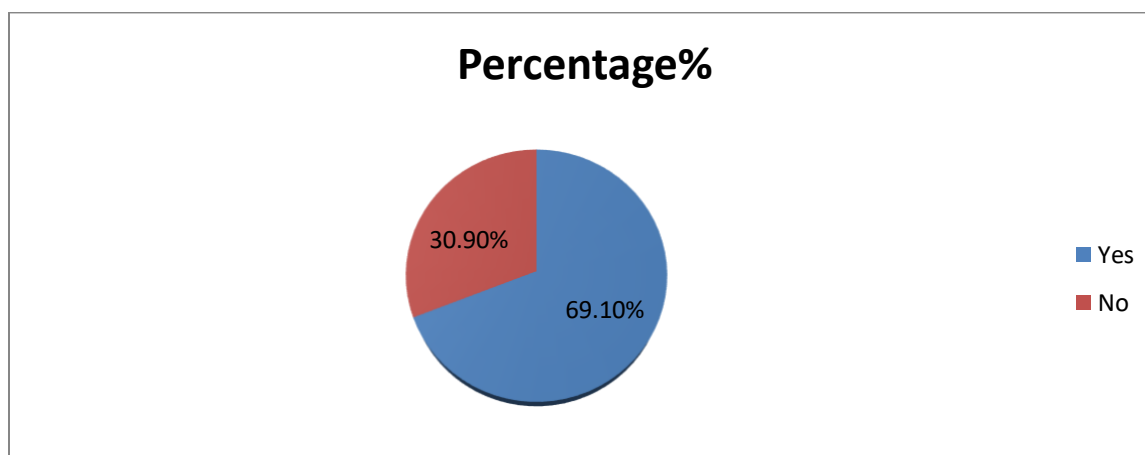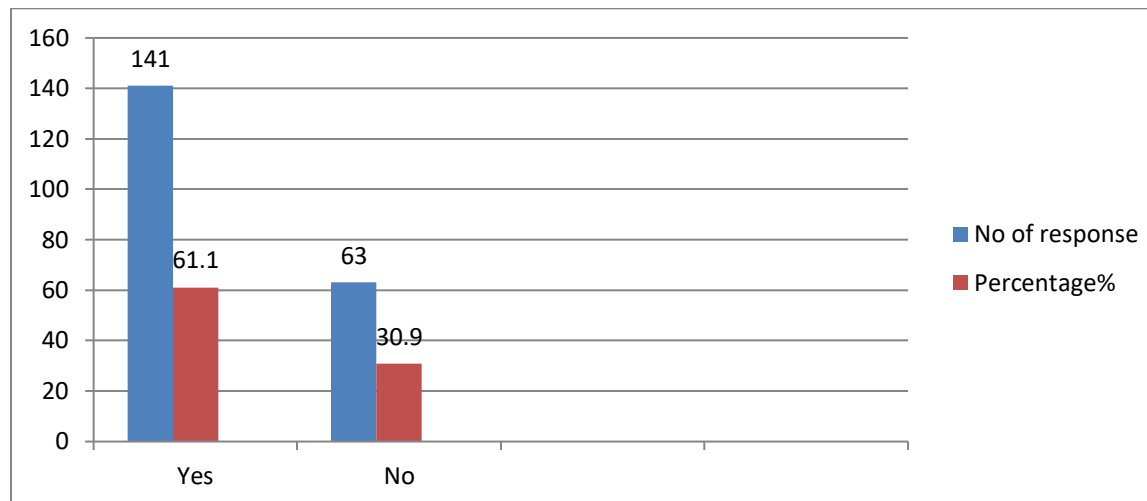
Interpretation: From the above table and figure 4 it has been analyzed that out of 204 respondents or 100% respondents,69.1%(141) respondents are frequently using flipkart app and 30.9%(63) respondents doesnot use flipkart shoping app frequently.

Observation: From the above data ,it has been interpreted that majority of the respondents are frequently using flipkart app.

5) It is very satisfying experience buying products online.

- o Very Dissatisfied

- o Dissatisfied

- o Neither satisfied Nor Dissatisfied

- o Satisfied

- o Very satisfied

TABLE 5

Category of Response	No.of Response	Percentage (%)
Very Dissatisfied	9	4.41
Dissatisfied	8	3.9
Neither satisfied nor dissatisfied	50	24.5
Satisfied	100	49
Very satisfied	37	18.1
Total	204	

FIG 5

Percentage%

4.41% 3.90%
18.10%
24.50%
49%

- Very dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Very satisfied
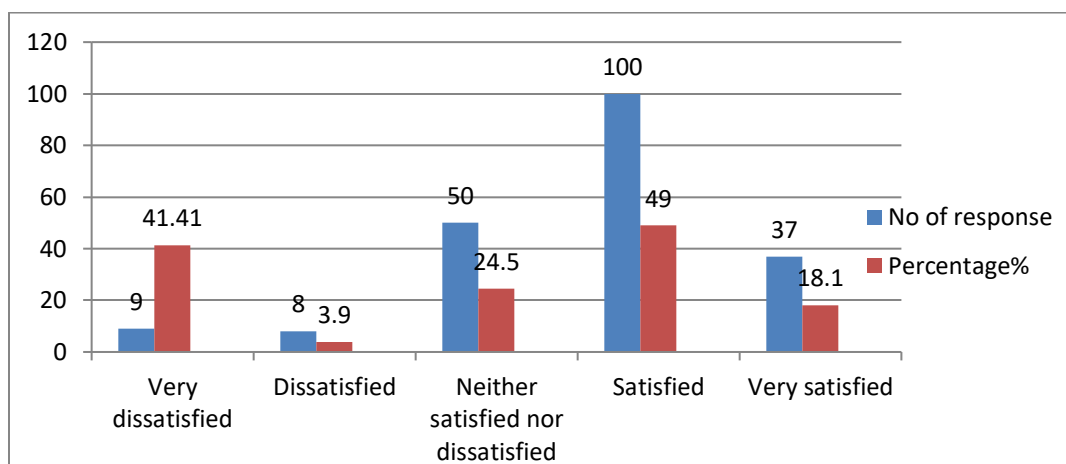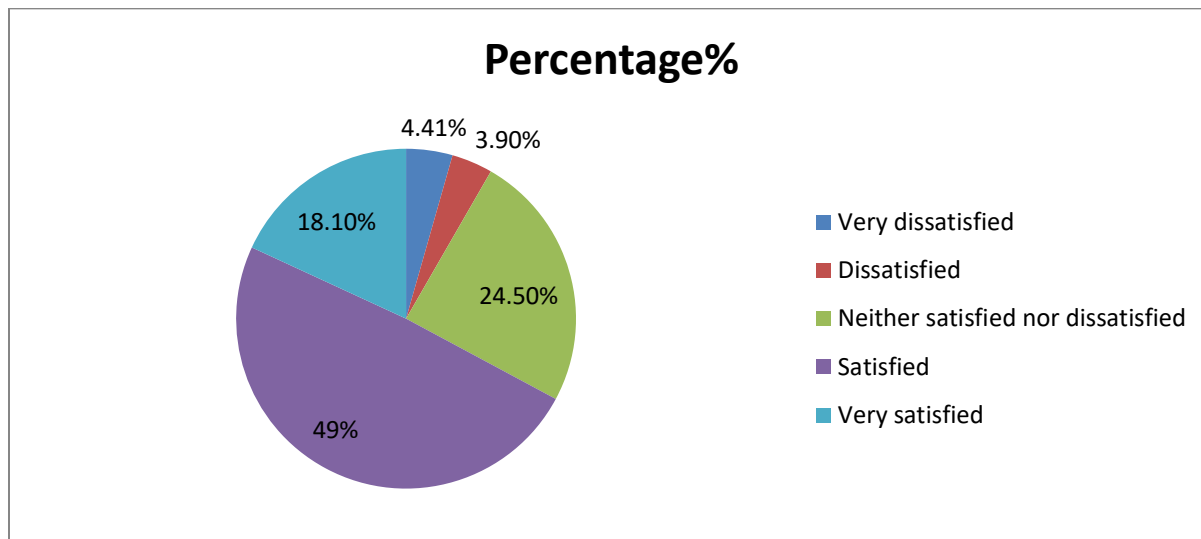
Interpretation: From the above table and figure 5 it has been analyzed that out of 204 respondents or 100% respondents,shows that 4.41%(9) respondents are very dissatisfied ,3.9%(8)respondents are dissatisfied ,24.5%(50)respondents are neither satisfied nor dissatisfied ,49%(100) respondents are satisfied and 18.1 %(37) respondents are very satisfied with respect to the coverage of online shopping

Observation: From the above data ,it has been interpreted that majority of the respondents that are 49% with 100 respondents are satisfied with the online shopping.

**6)** The difference between your expectations and real products would influence my satisfaction level.

- o Very Dissatisfied
- o Dissatisfied
- o Neither satisfied nor Dissatisfied
- o Satisfied
- o Very Satisfied

TABLE 6

Category of Response	No.of Response	Percentage (%)
Very Dissatisfied	8	3.92
Dissatisfied	14	6.86
Neither satisfied nor dissatisfied	40	19.60
Satisfied	106	51.96
Very satisfied	36	17.64
Total	204	

FIG 6
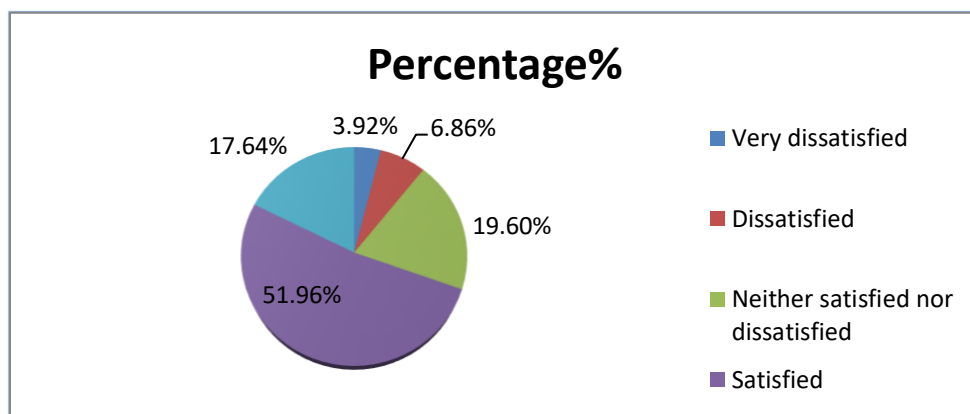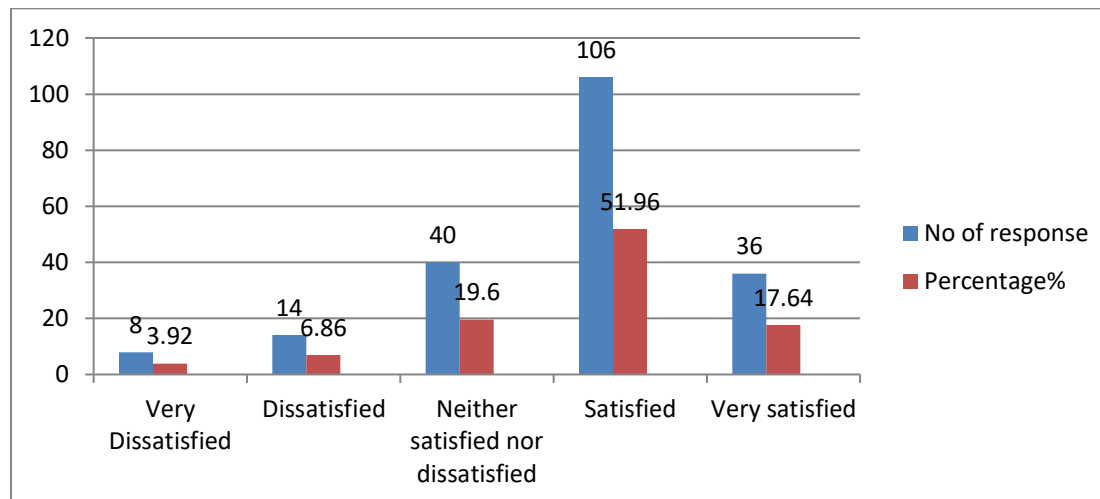
Interpretation: From the above table and figure 6 it has been analyzed that out of 204 respondents or 100% respondents,shows that 3.92%(8) respondents are very dissatisfied ,6.86%(14)respondents are dissatisfied ,19.60%(40)respondents are neither satisfied nor dissatisfied ,51.96%(106)respondents are satisfied and 17.64%(36) respondents are very satisfied respect with expectations and real products received while shopping.

Observation: From the above data ,it has been interpreted that majority of the respondents that are 51.96% with 106 respondents are satisfied with expectations and real products received while shopping.
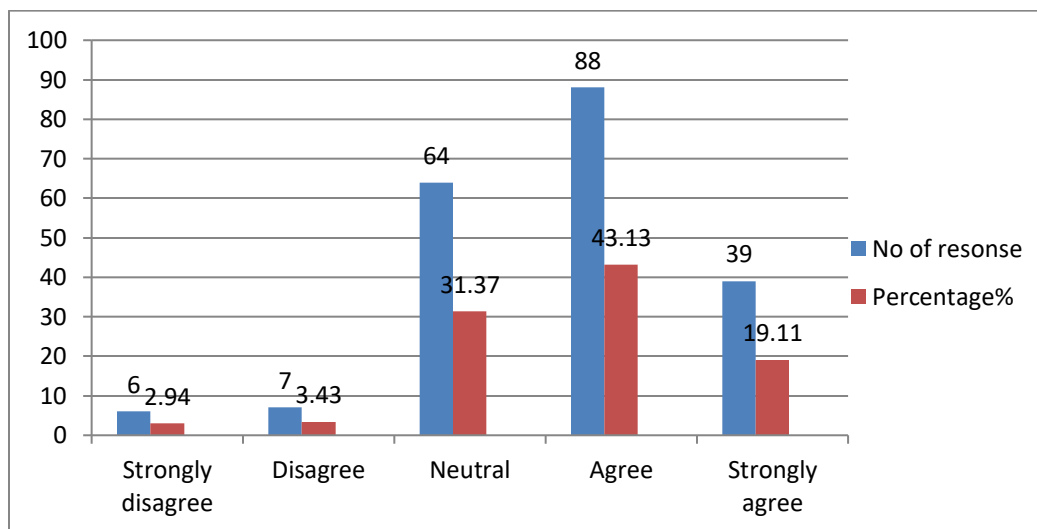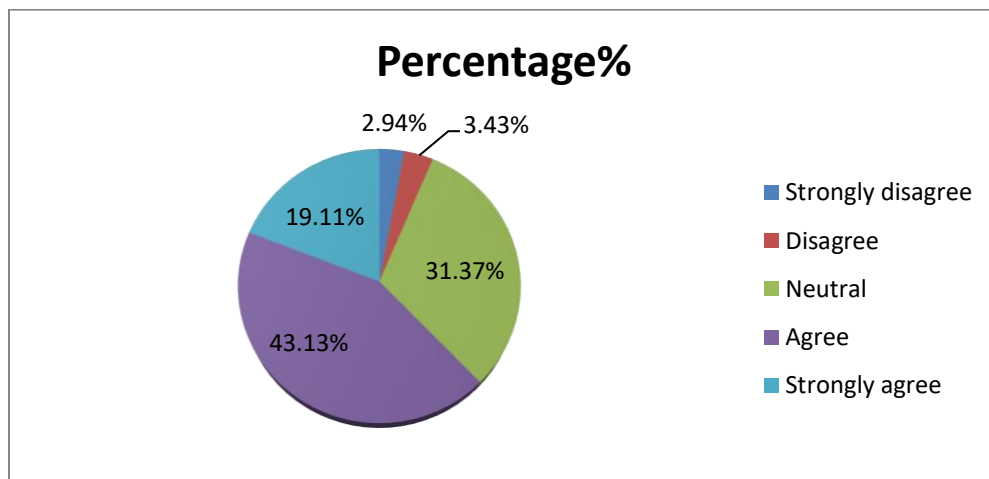
7) If buying online, there is no difficulty in returning / replacing a product in case of dissatisfaction

- o Strongly Disagree
- o Disagree
- o Neutral
- o Agree
- o Strongly Agree

TABLE 7

Category of Response	No.of Response	Percentage (%)
Strongly Disagree	6	2.94
Disagree	7	3.43
Neutral	64	31.37
Agree	88	43.13
Strongly Agree	39	19.11
Total	204	

FIG 7

Interpretation: From the above table and figure 7 it has been analyzed that out of 204 respondents or 100% respondents ,shows that 2.94%(6) respondents are strongly disagree,3.43%(7)respondents are disagree,31.37%(64) respondents a neutral ,43.13%(88)respondents are agree and 19.11%(39) respondents are strongly agree .

Observation: From the above data ,it has been interpreted that majority of the respondents that

are 43.13% with 88 respondents are agree that If buying online, there is no difficulty in returning / replacing a product in case of dissatisfaction.
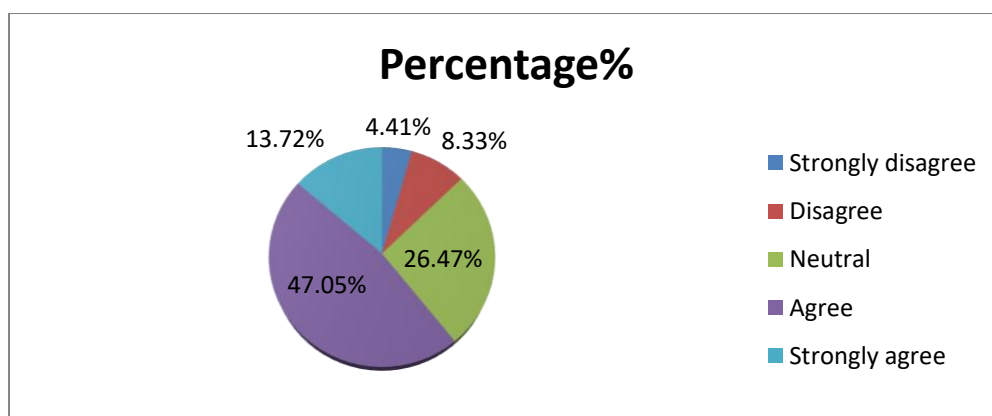
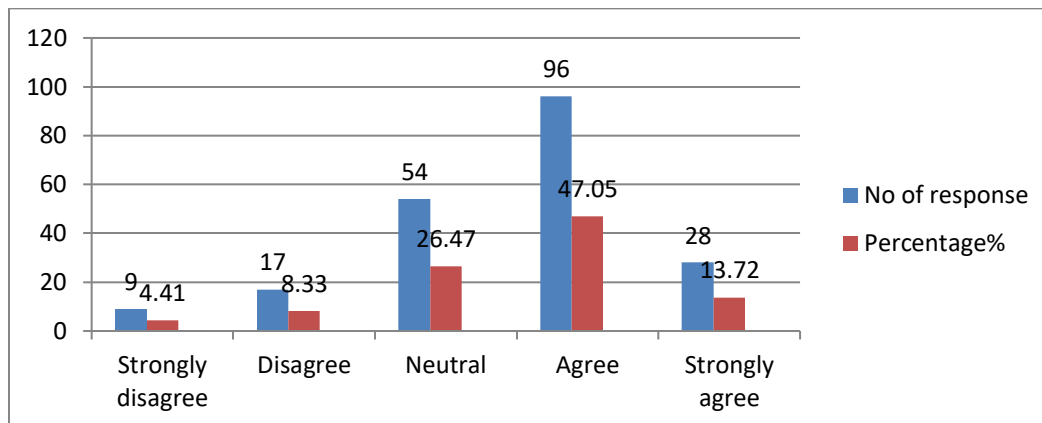**8**)Assured return policy gives enhances satisfaction

- o Strongly Disagree
- o Disagree
- o Neutral
- o Agree
- o Strongly Agree

o **TABLE 8**

Category of Response	No.of Response	Percentage (%)
Strongly Disagree	9	4.41
Disagree	17	8.33
Neutral	54	26.47
Agree	96	47.05
Strongly Agree	28	13.72
Total	204	

FIG 8

Interpretation: From the above table and figure 8 it has been analyzed that out of 204 respondents or 100%   respondents ,shows that 4.41%(9) respondents are strongly disagree,8.33%(17)respondents   are   disagree,26.47%(54)respondents   a   neutral ,47.05%(96)respondents are agree and 13.72%(28) respondents are strongly agree .

Observation: From the above data ,it has been interpreted that majority of the respondents that are 47.05% with 96 respondents are agree that Assured return policy gives enhances satisfaction.
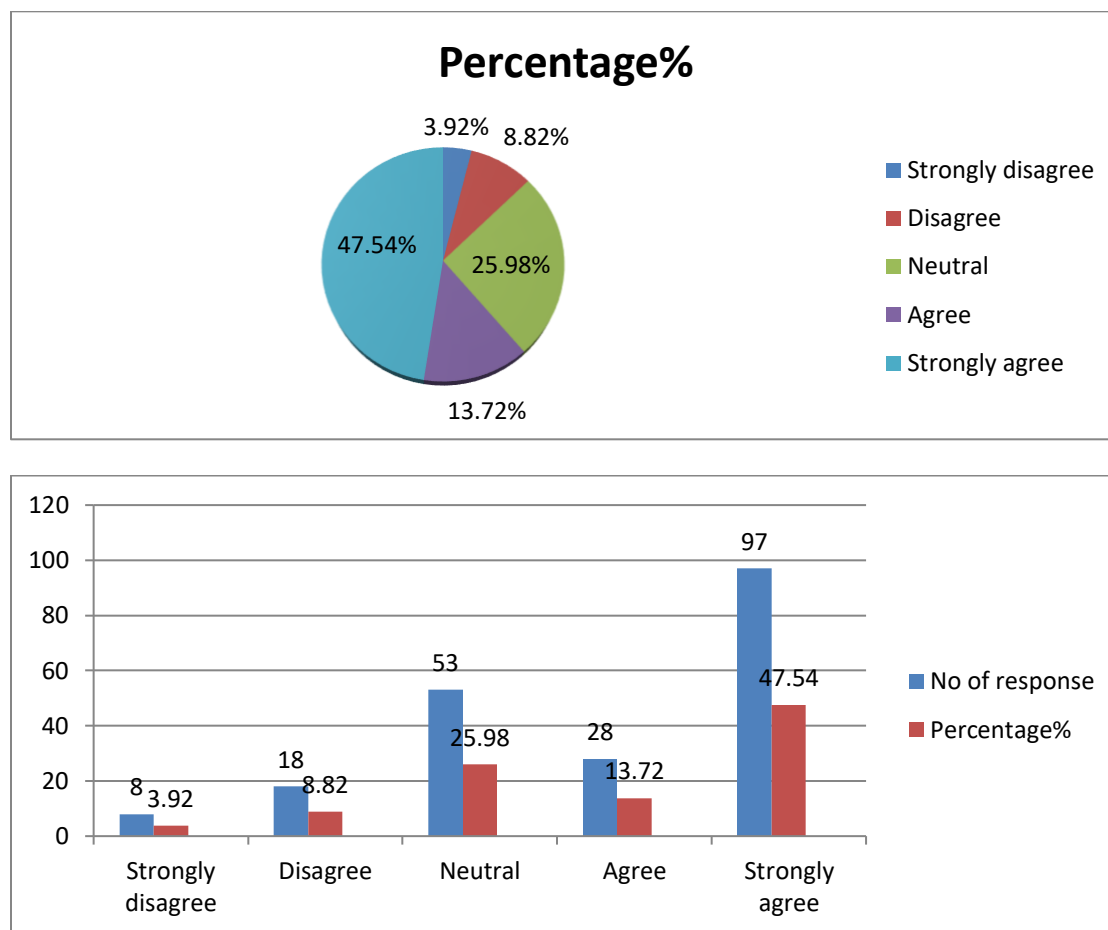
9) I only buy if assured return policy is there

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

- **TABLE 9**

Category of Response	No.of Response	Percentage (%)
Strongly Disagree	8	3.92
Disagree	18	8.82
Neutral	53	25.98
Agree	28	13.72
Strongly Agree	97	47.54
Total	204	

Fig 9

Percentage%

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

- No of response
- Percentage%

Interpretation: From the above table and figure 9 it has been analyzed that out of 204 respondents or 100% respondents ,shows that 3.92%(8) respondents are strongly disagree,8.82%(18)respondents are disagree,25.98%(53)respondents a neutral , 13.72%(28) respondents are agree and47.54%(97) respondents are strongly agree .

Observation: From the above data ,it has been interpreted that majority of the respondents that are 47.54% with 97 respondents are strongly agree that I only buy if assured return policy is there

10) You will never repurchase from the same company if there is a difference between expected and the real product
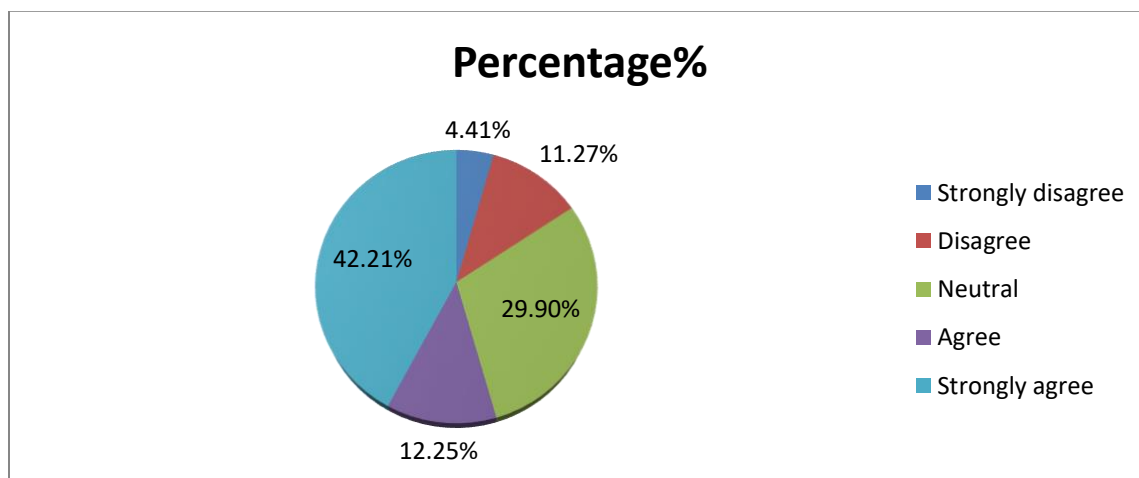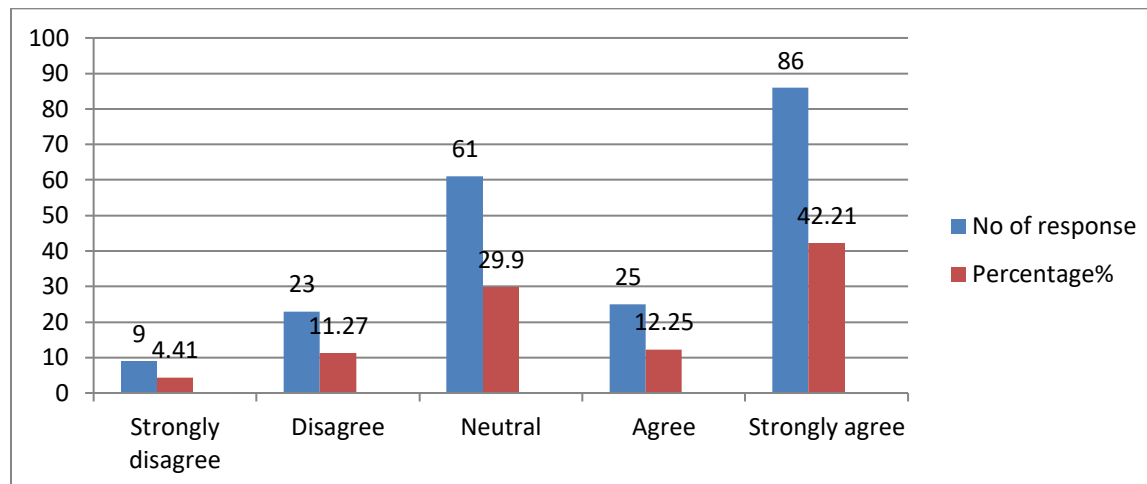
   o Strongly Disagree

o Disagree

o Neutral

o Agree

o Strongly Agree

o **TABLE 10**

Category of Response	No.of Response	Percentage (%)
Strongly Disagree	9	4.41
Disagree	23	11.27
Neutral	61	29.90
Agree	25	12.25
Strongly Agree	86	42.21
Total	204	

FIG 10

Interpretation: From the above table and figure 10 it has been analyzed that out of 204 respondents or 100% respondents ,shows that 4.41(9)respondents are strongly disagree,11.27%(23)respondents are disagree,29.90%(61)respondents a neutral , 12.25%(25)respondents are agree and 42.21%(86) respondents are strongly agree .

Observation: From the above data ,it has been interpreted that majority of the respondents that are 42.21% with 86 respondents are agree that they will never repurchase from the same company if there is a difference between expected and the real product.

CHAPTER -4

Findings, Suggestions and Conclusions

FINDINGS:

1)Most of the respondents are male who using online app flipkart for shoping(70.1%).

2) Majority of the respondents age group of 21-30 years who use for shoping(83.33%).

3)47.1% respondents time spent spent in online shoppings is once month period .

4) 69.1% that majority of the respondents are frequently using flipkart aap.

5)49% respondents are satisfied with the online shopping.

6)Majority of the respondents are satisfied(51.96%)with expectations and real products received while shopping.

7)43.13%   respondents are agree that If buying online, there is no difficulty in returning / replacing a product in case of dissatisfaction.

8)47.05% respondents are agree that Assured return policy gives enhances satisfaction.

9)47.54% respondents are strongly agree that I only buy if assured return policy is there

10) Most of the respondents feel agree(42.21%) that they will never repurchase from the same company if there is a difference between expected and the real product

SUGGESTION:

Flipkart has successfully placed into the prospects mind making it the India's largest online store with huge range of products.But Flipkart still needs to work on their core competence that is books and stationary items. Fashion related products and Electronic equipment with their accessories constitute of the most ordered from all of the other available categories of products. Fashion related products are the most returned products, misfit being the reason. Electronics also have considerably high chances of return. The important reasons for return are poor quality of product, damaged goods and availability of the same product at cheaper price on some other e-commerce website. About 70% of the people who shop from e-commerce websites have returned their products atleast once, 80% of which qualified for free returns.Flipkart need to prodive good quality so thereturn item will decrease by customer.

CONCLUSION:

In conclusion, through internship, interview and through survey questionnaire, it was evident that flipkart is a learning organization. Their work process like loading, unloading quality check, inward and outward process are good. The employees are given their 100% to their work. In this internship at FLIPKART has been an excellent experience. I got the opportunity to meet many people that I have sure will be able to help me with opportunities in future. One main thing I have learned through this internship is coordination is very important in each department to work as a team. I gained lot information about how Warehouse is working and its procedure ,also got the idea of IMT and all . FLIPKART helped me to understand the organization structure, administration structure, overall functioning of the company and each and every department in the company.

Online shopping is becoming more prominent. To attract customer loyalty, assured reverse logistics is playing very important role. This project evaluated impact of reverse logistics on online buying and customer satisfaction. It is found that assured reverse logistics has a great impact on customer satisfaction. Hence ecommerce industry should provide reverse logistics for gaining more customer satisfaction.

Finally was a great SIP experience work with Flipkart .The practical work which I had will definitely have a great impact on shaping my careers in future. This project will help to enhance my knowledge .I learn lot from this company.

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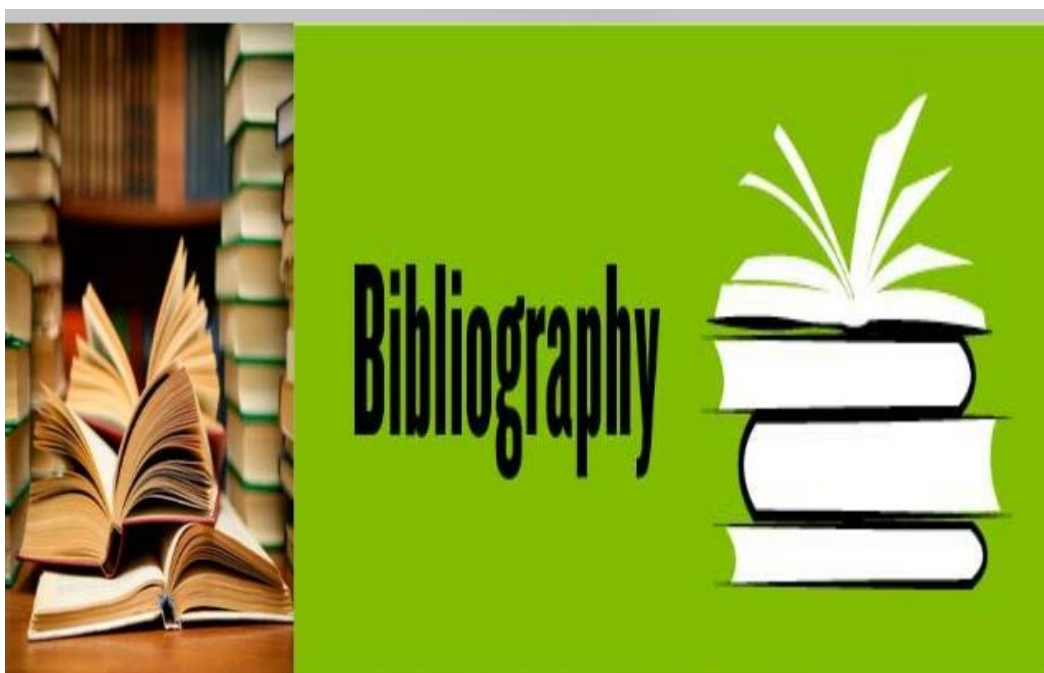
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