

**BIJU PATNAIK INSTITUTE OF IT &
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Faculty Corporate Guide

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Project report on

SUPPLY CHAIN MANAGEMENT AND LOGISTICS AT FLIPKART

By

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UNDER THE GUIDANCE OF

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CERTIFICATE OF FLIPKART



CERTIFICATE of Internship Completion

This certificate is awarded to

D. Nikita

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

Zoya Saif
Director, Arcos

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Shahnawaz Khan
Director-L&D, eKart

INTERNAL GUIDANCE CERTIFICATE

This is to certify that the report entitled “Project report on Supply chain management and logistics of Flipkart ”. It has been prepared by Ms.D.Nikita under my supervision and guidance Dr.Varun Agarwal (Associate Professor Marketing) ,BIITM for the fulfillment of virtual summer internship program of Master in Business Administration. Her fieldwork is satisfactory.

(Signature guide)

Dr. Varun Agarwal

(Associate Professor Marketing)

DECLARATION

I D.Nikita bearing Registration Number-2006258077 do hereby declare that the project entitled “Project study of supply chain management and logistics at Flipkart” is the original work done by me and submitted to Biju Patnaik University of Technology, Odisha in partial fulfillment of requirement for the award of Master in Business Administration is a record of original work done by me under the supervision of Dr. Varun Agarwal

D. Nikita

Date:

Place: Bhubaneswar

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Thanking You
(D.Nikita)

ABSTRACT

Apart from the regular duty, the present report is a replica of the work done by me at Flipkart,during the 45 days of training period. The project entitled, "PROJECT REPORT OF SUPPLY CHAIN MANAGEMENT AND LOGISTICS OF FLIPKART" makes an attempt to study about how flipkart a," Big box" run in the scene. The report is all about the process which is being carried out in the inventory management. And the different type of techniques and analysis that is done to carry out the further process. All the process which are being carried out in the warehouse was carried by their own customized software name as flolite. Furthermore, the facility layout was studied and we introduced a production station within the warehouse, which resulted in better space optimization/utilization of the warehouse. The work is done with the help of both manually and by the system. The basic financial purpose of a firm is to maximize its value. An inventory management system should also contribute to realization of this basic aim. This project says, all the work apart from placing the order till receiving it involves lotsof work that is done within the organization.

The project has been a great learning experience and at the same time it also provide a wide scope to explore in the corporate world like flipkart (Haringhata),Asia's 2nd largest warehouse.

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CHAPTER- 1

INTRODUCTION

“Topic- SUPPLY CHAIN MANAGEMENT AND LOGISTICS AT FLIPKART”

Flipkart was founded in October 2007, by **Sachin Bansal** and **Binny Bansal**. It is one of India's leading E-commerce co. marketplaces and headquartered in Bangalore. Flipkart – World's top 10 most visited E-commerce website in India. Company uses multiple payment methods for the customers' reference to purchase online which makes them reliable to use as well.

With over 11.5 million book titles listed, 11 different categories, more than 2 million registered users and sale of 30000 items a day.

The consequent adoption of E-Commerce in a densely populated country like India is logical. With the effect of E-commerce industry there are so many retailers started the online selling with the help of various payment methods, along with the application of services like versatile payment strategies, warranties for electronic merchandise and free home delivery with high competitive prices.

In any business or organization, all functions are interconnected with each other and are often overlapping. Some key element like supply chain management and logistics plays an important role in any business or organization. It treated as a backbone of any company. These functions are extremely and equally important to other departments.

Inventory Management is a very important function that determines the health of supply chain and it directly affects the financial position of the company in the balance sheet.

Inventory is always dynamic, because it keeps changing. And it needs frequent evaluation and measuring . of internal and external factors to keep a optimum inventory for the future requirements.

Objectives :

- To study the overall process in an inventory.
- To analyze the work done in the fulfillment centre of Haringhata warehouse in the department of receiving station and Return centre.

SCOPE :

The technique adopted is that the study method. The corporate elite is Flipkart, which can facilitate the new business person to grasp the importance and development of economical offer chain management for booming business. The study additionally intends to spotlight however low inventory price results in a low budget value.

Inventory management helps to manage stock of the company . IT provides proper details of the products what kind of raw materials, what are the sizes we require and etc. to the purchasing department.

LIMITATIONS :

- There is somehow a communication gap.
- Availability of resources
- Limited time to study as it was only 45 days of intrernship.

METHODOLOGY:

This includes the method used while conducting the research. only secondary data is used for this project . All data are collected from secondary source. Secondary source are research articles from journals , magazines, newspapers, books and reports , internet.

CHAPTER 2

COMPANY PROFILE

Company profile –Flipkart

Flipkart was founded in October 2007, by **Sachin Bansal** and **Binny Bansal** . It is one of India's leading E-commerce co. marketplaces and headquartered in Bangalore . Flipkart – World's top 10 most visited E-commerce website in India. Company uses multiple payment methods for the customers' reference to purchase online which makes them reliable to use as well.

With over 11.5 million book titles listed, 11 different categories , more than 2 million registered users and sale of 30000 items a day. As the e-commerce revolution gained momentum in India,

Flipkart grew at an accelerated pace and added several new products. As of now the company offers more than 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 , jewellery footwear ,etc.

History:

Flipkart started as an online bookstore in October 2007, the founders Sachin Bansal and Binny Bansal left their jobs at Amazon.com to launch their company. It was a risky move, since the e-commerce sector in India was mostly non-existent at that time . At that time Flipkart tackled one of the major problem was online payment. So they launch 'CASH ON DELIVERY' service to build confidence among different buyers.

Funding:

Flipkart has received more than \$ 4.5 billion in funds till date , with the biggest funding coming in July 2014 worth \$ 1 billion and in April 2017 worth \$ 1.4 billion . Some of the top investors in Flipkart includes Baily Gifford, GIC, Greenoaks Capital, ICQONIQ capital, Microsoft , Morgan Stanley , Naspers , Tiger Global Management , DST global, Accel Partners .

Acquisitions:

With fierce competition in the E-commerce market , a slew of mergers and acquisitions have been witnessed in the e-commerce sector in recent years . Flipkart has acquired a large no. of buyers in recent years .

Competition:

With Snapdeal in its kitty, Flipkart now has only one major competitor Amazon India. However, having only one is enough since Amazon is betting big on India's e-commerce revolution and has committed \$5 billion investments in Amazon India

About the Founders:

Flipkart founders Sachin Bansal and Binny Bansal are both IIT graduates. Both come from Chandigarh, but they are not relatives, even though they share the same last name. It was Sachin Bansal that got Binny Bansal to join Amazon.com,

but later they both quit and decided to launch Flipkart. Sachin Bansal is now the Executive Chairman of Flipkart whereas Binny Bansal has been promoted to the Chief Executive Officer (CEO).

Business Analysis

1. Flipkart Market Share

Existing India's leading e-commerce platform, Walmart-owned Flipkart has gone toe-to-toe with Amazon. Flipkart maintained a 31.9% market share- being the largest online retailer in India according to research done by Forrester by October 2020. In the meantime, Amazon India is considerably behind in second, with a 31.2% market share. But in this last year, Flipkart witnessed an almost 50% increase in new consumers after the pandemic lockdown last year. The platform also experienced a 35% growth in onboard dealers during 2020, compared to the previous year, according to the notice of the company this all happens due to e-commerce bursts in the country, although the majority of sales are still done offline.

2. Flipkart Products Offering

Next under the Business Model of Flipkart, we have its Product Offerings. Being India's prominent e-commerce marketplace with more than 80 million products across 80+ categories. Flipkart is one of the leading e-commerce sites which are online web portals in India. The company has created a huge amount of customer satisfaction and loyalty through its services to the customers such as cash on delivery options, faster delivery choices, excessive discounts, return policies,

refund policies, etc.all these circumstances have directed to the success story of Flipkart and the business is performing well in the market at present.

3. Flipkart Target Audience

Flipkart focuses on anyone who browses the internet and who does not have time for shopping. However, its target audience is spread over a variety of market sectors as customers from all family backgrounds can discover products and Flipkart has a target audience of 75% interest of its audience between the age group of 16 – 55. Individuals

are looking for online shopping from home without getting outside. So Flipkart expands its marketing strategies where the location does not matter at all and every location in the country deliveries are done. Flipkart originates higher through following smart marketing strategies to grab the interest of its audience who influence the purchasing power, to inspire that online shopping is beneficial than traditional shopping.

4. Flipkart Funding and Investors

Flipkart has raised a whole of \$12.6B in funding more than 25 rounds. Their recent funding of \$3.6 Billion was raised on July 12, 2021, from a Corporate Round round led by GIC, Canada Pension Plan Investment Board, SoftBank Vision Fund 2, Walmart, and other investors. Flipkart commenced with an initial capital of \$6000 in the year 2007. Flipkart turns out to be a unicorn startup and South African Tech Major Naspers declared funding of \$150 million in the year 2012. Subsequently,

Flipkart obtained Myntra in the year 2014, it was capable to bring up funding of \$210 million.

Marketing Mix of Flipkart

The concept of “marketing mix” is a tool used by businesses to promote and market their product. It is centred on the elements- product, price, place, and promotion. It thus holistically covers the major marketing strategies surrounding a business under the 4P's.

PRODUCT :

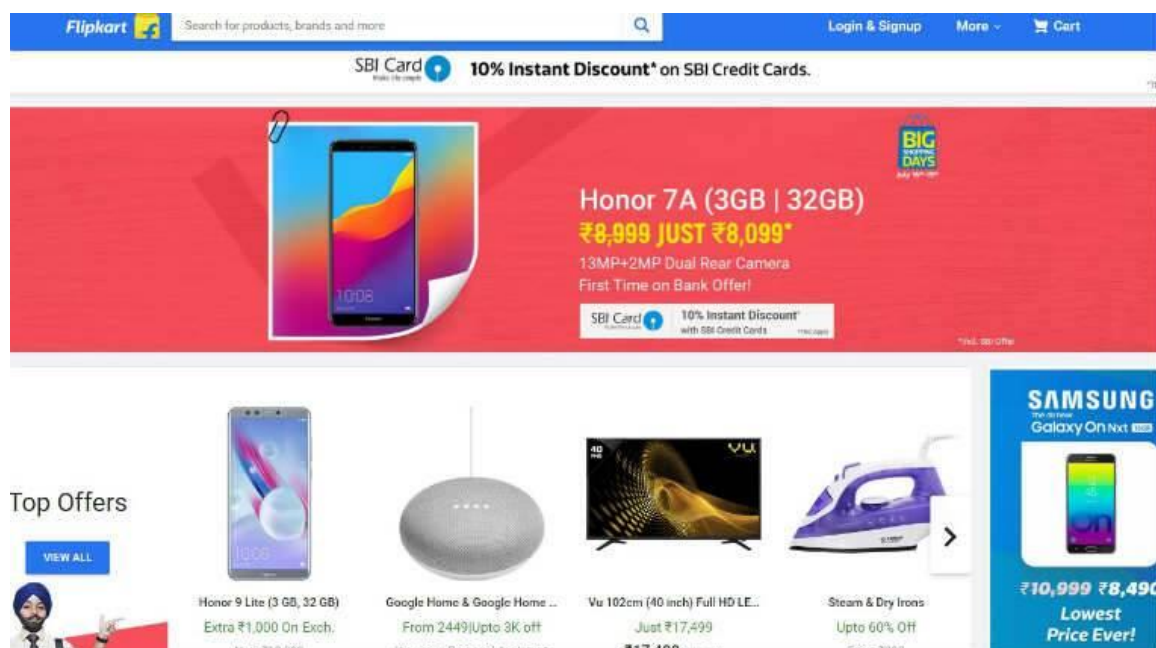


- Initially, Flipkart had only one product line: books. Later, the company expanded itself into different product segments.
- Now it is selling more than 80 million products of many categories including electronic goods, Literatures & stationery, home appliances, fashion products

(clothes, footwear, and accessories), home furnishing products, grocery, books, sports products, auto accessories and fitness products

- They also offer services of insurance, flight bookings & online payments
- After the Flipkart app, it has launched Flipkart Lite. It opens with a splash screen & combines the rich features of a web app. It has fast and easy navigation. It works on 2G & in offline mode also
- Flipkart launched its product range called “DigiFlip”. Under this brand, it offers products like computer accessories, camera bags, headphones, pen drives, tablet phones and networking routers

Price :



- Flipkart provides its products at less prices than other E-Commerce websites, it gives huge discounts to boost up sales and maintain competitive prices
- The company charges a nominal amount for its delivery service and also does

not charge if the order costs above Rs 500

- If the product is directly shipped by the seller, then the shipping cost depends on the seller's shipping charges
- Flipkart also provides the facility of a one-day delivery where the product is delivered within a day

Place :



- At first, Flipkart started its operations on the direct-to-consumer model in which they bought the book and couriered it, later the company opened many warehouses to store the goods safely
- The first warehouse was opened in Bangalore and later in Coimbatore, Delhi, Mumbai, Chennai, Hyderabad, Pune, Noida and Kolkata
- Around 80% of the orders placed are handled and controlled by warehouses
- Shipping and courier companies are the real mediators in this setup
- Flipkart delivers its products to customers pan India through an extensive delivery network. Their delivery service covers all tier-1, tier-2, tier-3 cities &

major rural areas too

Promotion:



- Flipkart's promotional strategy focuses on aggressive marketing through TV ads, print ads, word of mouth, bulk mailing, push notifications in-app & social media marketing campaigns
- The company has partnerships with influencers and celebrities across the range to reach out to and engage with a diverse set of consumers as these people have a huge fan following
- Flipkart has partnerships with key brands in different categories ranging from male grooming to fashion, to draw the attention of consumers
- Flipkart has a partnership with Adani Group to strengthen its supply chain infrastructure and enhance its ability to serve its rapidly growing base of customers
- It has also launched a Flipkart Plus membership program that offers access to

special privileges such as more points when you shop on Flipkart, faster delivery, extra discounts, early access to sales & superior customer support

- Flipkart invests in sustainability and CSR to establish a strong social image
- Flipkart introduced a daily trivia quiz. The quiz gives participants a chance to win discount coupons, gifts and Flipkart Super Coins.

Marketing Tactics of Flipkart-

- Flipkart brings up its advertising platform called Brand Story Ads, on its mobile app. The platform will showcase tales of different brands in an interesting manner with content pictures and product guidelines
- The company always appears with its unique & innovative ad campaigns. Their famous ad campaign was “No kidding no worries”. In this campaign, kids were acting in adult roles. The motive of the campaign was to address the fears people generally have with online shopping and to create the ever-important aspect of trust
- They apply several digital marketing strategies to grow their customer base through which it shows ads to its target customers on social media platforms & Uses its app to send pop-ups notifications of the latest offers to its customers
- Flipkart engages its consumers through contests. Contests come with additional perks for consumers during the sale session.

People:

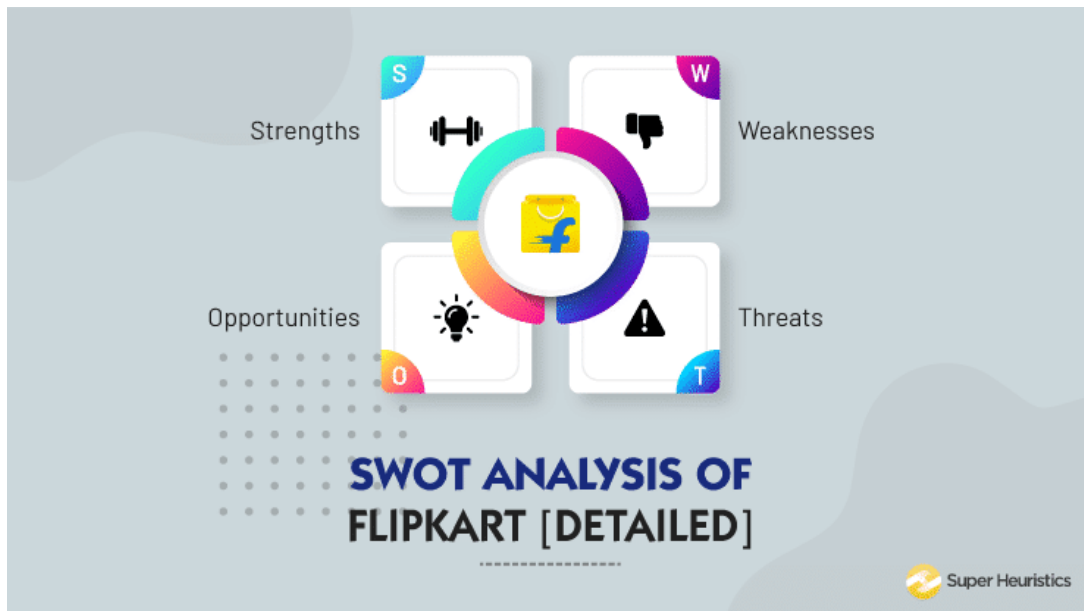
As of 2016, Flipkart employed 30,000 people. The company has continued to expand its business fast over recent years. The company calls its employees

Flipsters. The company focuses on managing its human capital in a manner that maximizes employee and customer satisfaction. Employees' happiness is the key to business growth. The company invests in its employees' training and growth. Apart from that, it has created human resource policies that help maximize satisfaction for its workers and help them achieve a better balance between their career and personal lives. The CEO of Flipkart is Kalyan Krishnamurthy.

Process:

The company had managed to achieve a strong position in the Indian e-commerce market prior to its acquisition by Walmart. From its website to the warehouses and fulfillment centers, the company focuses on business process efficiency to achieve stronger results. The company generated a revenue of around \$6.1 billion in 2019 which was around 42% higher than the previous year. The company has been investing in technology and expansion of its physical infrastructure to achieve superior financial growth. Technology plays a key role in ensuring the operational efficiency of the company from its website to its warehouses. While Flipkart is continuously improving its website and apps to make them more shopper-friendly, it is also investing in making its warehouses technologically advanced and best in class so as to improve their capacity. It ensures that the customers have a superior shopping experience and products are delivered to the customers faster.

Industry Analysis: SWOT Analysis of Flipkart:



Flipkart is a leading Indian E-commerce firm which has been delighting Indian consumers over the Years. It started out as a small online bookstore and now is a billion-dollar firm. In this article, I will be running through the detailed SWOT analysis of Flipkart and provide in-depth insights about Flipkart.

Strength in the SWOT Analysis of Flipkart:

- **Large Company:** Flipkart is India's largest e-commerce company, with a GMV (gross merchandise value) of \$1 billion.

- **Market Share:** Flipkart has a market share of 39.5%.
- **Financials:** Flipkart has annual revenue of 6.1 billion US Dollars.
- **Financial Support from Wal-Mart:** Flipkart has 77% stake in Wal-Mart a global retail giant. Whose Prior experience in the E-commerce industry aided the founders in strategizing and differentiating their business in a highly competitive market.
- **Acquisitions:** The Company's series of acquisitions, including chakpak.com, weread.com, Letsbuy.co, Mine360, and Myntra, has assisted the company in its expansion into the Ecommerce space by leveraging the capabilities and existing resources of acquired .

Weaknesses in the SWOT Analysis of Flipkart.

- **Limited Distribution:** Flipkart has a limited distribution channel reach, despite the fact that its logistics arm has kept costs low. This is a weakness for the company, as it has limited reach. Because of the use of outsourcing, global giants such as Amazon and eBay are able to deliver their products to any location in the country. Flipkart, on the other hand, is still struggling in this area.
- **Cost of Acquisition:** Because Flipkart acquires a large number of customers through online advertising, the cost of acquisition is high due to stiff competition in the market and low customer retention. According to Flipkart data, the company spends R.s 400-on average to acquire a new customer.

Opportunities in the SWOT Analysis of Flipkart:

- **Business expansion:** By focusing on other emerging markets, a company can increase its revenues while also benefiting from economies of scale.

- **Expanding product categories:** This will increase their customer base while decreasing the cost of acquisition and customer switch.

- **The changing mentality of Indian customers:** As an increasing number of customers

become more comfortable with online shopping, as well as an increase in the number of Internet users in India, there is tremendous opportunity in this **industry.**

- **Supply chain:** By optimizing their supply chain, they can compete with the other players and manage the sales that are lost as a result of not being able to make the product available due to delivery constraints.

Threats in the SWOT Analysis of Flipkart:

- **Intense Competition:** There is fierce competition from global players such as Amazon and eBay, as well as local players such as Snapdeal, Tolexo, and Shopclues, who are constantly attempting to take market share away from one another.

How Flipkart com can tackle the Threat of New Entrants?

- Flipkart com can develop brand loyalty by working on customer relationship management. It will raise psychological switching costs.
- It can develop long-term contractual relationships with distributors to widen access to the target market.
- Flipkart com can also an investment in research and development activities, get valuable customer data and introduce innovative products/services to set strong differentiation basis.

The Threat of Substitute Products or services increases when;

- A cheaper substitute product/service is available from another industry
- The psychological switching costs of moving from industry to substitute products are low.
- Substitute product offers the same or even superior quality and performance as offered by Flipkart com's product. However, this threat is substantially low for Flipkart com when;

How Flipkart com can tackle the Rivalry among existing firms?

Flipkart com should focus on the implicit needs and expectations of its customers to strengthen the differentiation basis. It should raise switching costs by developing long-term customer relationships. The organisation should also invest in research and development activities to identify new customer segments. In some cases, collaborating with competitors can be mutually beneficial. The organisation can look for this option as well.

How Flipkart com can tackle the Bargaining Power of Buyers?

Flipkart com can manage the bargaining power of buyers by increasing and diversifying their customer base. It can be done by introducing new products, targeting new market segments and adopting the product diversification strategies. Marketing and promotional strategies can also be helpful in this regard. Building loyalty by embedding innovation and offering excellent customer experience can raise the switching costs, which will ultimately reduce their bargaining power. Flipkart com can adopt these strategies to strengthen its competitive positioning in the market.

CHAPTER 3

Compeittor analysis

Competitors Analysis of flipkart

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

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

1) Amazon



Amazon is arguably the world's largest online shopping store. It offers a wide array of services including online retail, consumer electronics, multimedia content and computing services among others. It is ranked as the leading online retailer in the US generating an estimated net sales of close to \$140 billion in 2016.

A considerable part of its revenue is generated from the online sale of electronics and other related goods. It is also one of the most valuable brands in the world with approximately 400 million customers with active accounts globally. Amazon also offers its services through mobile App and digital products like music and videos. It currently has over 370,000 employees worldwide. Amazon is the topmost Flipkart competitor due to its increasing market share.

3 Alibaba

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

6) Jabong



Jabong too was purchased by Flipkart and is an online competitor to the fashion segment of Flipkart. Jabong is also an Indian-based company that provides e-retailing services. It specializes in selling fashion items including footwear, trousers, shirts, dresses and a many more. Jabong provides fashion products for children, men, and women thus making it easy for shoppers to do family shopping all at once.

7) Shopclues

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

CHAPTER 4

Customer Analysis

Consumer Buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions.

It is valuable for businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past. We have all experienced the moment when we walk into a store and see something that we just have to have. Retailers spend billions of dollars every year trying to generate that feeling in their customers. Web campaigns, video and print ads, social media campaigns, and branding seem to converge as the consumer finally feels a connection to a product and makes a purchase. So what drives that behavior? And how do you capture and then replicate that lightning-in-a-bottle moment when a potential customer turns into a buyer?

Why is consumer behavior important?

Studying consumer behavior is important because it helps marketers understand what influences consumers' buying decisions.

By understanding how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete. Studying consumer behavior also helps marketers decide how to present their products in a way that generates a maximum impact on consumers. Understanding consumer buying behavior is the key secret to reaching and engaging your clients, and converting them to purchase from you.

A consumer behavior analysis should reveal:

- What consumers think and how they feel about various alternatives (brands, products, etc.);
 - What influences consumers to choose between various options;
 - How consumers' environment (friends, family, media, etc.) influences their behavior.
- Consumer behavior is often influenced by different factors. Marketers should study consumer purchase patterns and figure out buyer trends.

Segmentation of customer of flipkart

Behavioral & Psychographic are the segmentation strategies used by Flipkart to segment the market to cater to the customers changing needs & wants. With the rise in per capita income and change in buying patterns, customers are getting more acquainted and are comfortable in buying online. Flipkart uses undifferentiated targeting strategy, since people of all demography purchase items online which is available to everyone where the delivery is possible.

National & Multinational E-Commerce

How AIDA model is used in flipkart ?

1. ATTENTION – Initial point where your brand and/or business is recognized and acknowledged. As compared to other E – commerce business flipkart has a wide base in India. People prefer more to this online plat form. Because of offering product in a minimal rate it grabs the attention of the customer base,
2. INTEREST – Generating thoughts and discussion about your brand. It has acquired interest of all age groups and have all the product from the daily used

product to the high value products. Flipkart targets anybody who surfs the internet and who does not have time for shopping.

3. DESIRE – Communicate your message through the use of social media and email marketing. Because having a large customer segmentation the desire of purchasing will also be high. The big billion day is the perfect example to make a desire to buy in the customers mind.

4. ACTION – The stage where the conversion is complete and back to the 'Interest' stage to retain them. After the implementation of the social marketing strategy, it comes back to the normal selling criteria and establish new offers to attract customer base like the end of seasonal sales etc.

CHAPTER 5

ACTUAL WORK DONE

During my FLIPKART internship, I worked in two different department one is the return center and the other was the receiving center. The whole flipkart warehouse is divided into two parts , Inbound and outbound. But before going deep into it the one thing I analyzed and learn there is that , when we(customers) place a order we get a very systematic format and a easy way to purchase our desired product in a single go , but we don't have any idea about the actual work which is done in the back stage. Believe me , it has a vast process from receiving a product till the delivery of the final product to the customer.

Let us now understand the whole warehouse process. Before going to the process firstly there are some terms which we have to understand. Starting with the Receiving department,“what Receiving departments inbound actually is?” Receiving is the first department upon all the rest process. Here the product are being first received for the verification and it is done with the help of flipkart's ERP software i.e. FLOLITE.

This is done with the help of the top management i.e. central procurement team who place the order to vendor , and the vendor then given the schedule to supply the product to the warehouse in a given period of time.

Receiving process

- GATEWAY
Driver / vendor representative
- report with documents
IRN Room
Security check
Dock allocation

- Dock out process after verification of document in dock
- Proof of delivery to driver
- Dock unloading
- Truck off loading
- Emptydock
- Proof of delivery to the driver
- IRN submit
- Receiving material in lane

This is the step of receiving the product in the warehouse which is termed as in-warding off product in the dock. There are many dock present in the warehouse and accordingly the products are being segregated in the dock.

Now, we will see the process of receiving the goods in the receiving station:

Receiving product with

- **consignment**
- **Segregating the product**
- **Legal check**
- **Quality check**
- **Receiving product through ERP<QC fail , QC pass**
- **WID pasting**
- **Put list creation**

This was the full process of receiving the product in the station, then the products are taken through many other process till it is being delivered.

The word consignment means placing the order in the particular box to the supplier or vendor. For example:

There are different types of consignment:

- PKL
- FA
- IWTY
- 23GUD etc.

When the putlist is created it is done in 4 basis or option

- Inward bucket
- Qc reject
- LBH(length, breath , height)
- Qc reject LBH

If there is any defect in a particular product or if the physical product do not match with the look product details the this 4 option are being used.

The second department in which I worked in is Return Center (RC). It is the last department in the whole warehouse. It is the place where actual work is being performed. The product when got canceled or retuned by the customer it comes to the RC.

In RC two type of product is being received:

- RTO(Return to origin)
- RPV(Reverse Product Verification)

Process of verification:

Scan the shipment

open the seal(It turn into a product)

Check all the details

submit

X- Ray pass fail

The products which are being passed they will directly go to FC inventory, but the product which is being failed will go to RC inventory. And once it reaches to the RC inventory the fail product are again segregated according to 14 vertices in inventory, by absorbing the condition of the product it is sent to the suitable vertices. In the same way as the in- warding process the product are send for putting in the RC inventory.

Findings

- There is a diversification of work culture to efficiently and effectively manage the inventory system.
- Major selling product categories of Flipkart are clothing, footwear and electronics and it acquires major inventory vertices.

CHAPTER 6

Suggestions and conclusion

Suggestion

- Flipkart should focus on conveying the message to fellow employees or the medium through they communicate should be updated to avoid communication gap.
- Flipkart has good service quality but should work on lowering its product cost to be more competitive.
- Flipkart should focus on increasing the variety for all social & demographic groups.

CONCLUSION

Flipkart in this market is already quite advanced already. However, if Flipkart wants to adapt to the new trend, they would need to ensure change management and also have to address the customer relation well. They also need to adapt new strategies in order to maintain their position as well as their role.

Flipkart's competitors have made it develop a lot of in-house innovations and inculcate best practices which have now become their standards. Flipkart states that they control more than 100,000 transactions in a day whose volumes lay the foundation of a profitable business. They also aim in making their product economically suitable for each and every customer.

It was a great experience to learn about handling and running the inventory and to study the supply

CHAPTER 7

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