

# SUMMER INTERNSHIP REPORT 2021



## COMPARATIVE ANALYSIS OF FLIPKART WITH REFERENCE TO E-COMMERCE PLATFORMS IN INDIA

(Submitted for MBA in **Biju Patnaik Institute of Information Technology & Management**,  
Affiliated to **Biju Patnaik University of Technology**.)

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# CERTIFICATE

This to certify that the project work titled, “**Comparative analysis of Flipkart with reference to E-Commerce platforms in India.**” is a bonafide work of Diptimayee Swain. Regd.No-2006258089 carried out in partial fulfillment for the award of degree of Masters in Business Administration for the session (2020-2022) of **Biju Patnaik University of Technology**, Odisha under my guidance. This project work is original and not submitted earlier for the award of any degree/diploma or associateship of any other university/institution.

Date: 13.01.2022

Place: Bhubaneswar

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# DECLARATION

I do hereby declare that the project work titled, “**Comparative analysis of Flipkart with reference to E-commerce platforms in India**” submitted to **Biju Patnaik Institute of IT & Management Studies (BIITM)** affiliated to **Biju Patnaik University of Technology (BPUT)**, is a record of research work done by me under the guidance of **Mr. Vivek Mishra, Assistant Professor, BIITM**, in partial fulfillment of requirement for the award of Master in Business Administration.

Date: 13.01.2022

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It is really a great pleasure to have this opportunity to express the feeling of gratitude imprisoned in the deepest core of my heart. It is not possible to prepare a project report without the assistance & encouragement of other people. This once is certainly no exception. On the very outset of this report, I would like to extend my sincere obligation towards all the personages who helped me in this endeavor. Without their active guidance I would not have made head way in the project.

I do express my sincere thanks to Mr. Vivek Mishra, faculty of BIITM for his guidance and continuous monitoring of the project.

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I cannot conclude this acknowledgement without thanking my family, relatives, acquaintances and friends who offered their valuable cooperation to me at every stage in the research and project report.

Date: 13.01.2022

Place: Bhubaneswar

Diptimayee Swain

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# Chapter-1

## INTRODUCTION

# **INTRODUCTION**

With the rising demand of e-commerce and flipkart having a large customer base there is certainly huge opportunity for flipkart to attract consumer looking to buy grocery items, electronics, apparels and other goods.

The present study is undertaken to understand the market potential and customer's satisfaction for an e-commerce company's services with special reference to flipkart in Haringhata RDC.

I also found out the various attributes of an e-commerce company and especially for flipkart's services on the basis of which consumer chooses an e-commerce company for shopping.

I also tested the consumer's demand level towards flipkart by analyzing the number of shipments per day and also the availability of the products at the web portal.

Now a days people go for a brand therefore the companies are looking for brand building. From the customer point of view, there are some benefits of using a brand.

The study is conducted to find out the quality product the company is providing, customer's satisfaction level, availability of products, to find out the various schemes and offers rolled out from time to time and also the processes involved in Inbound and Return centre.

## **RESEARCH METHODOLOGY**

**Title of the research topic:** Comparative analysis of Flipkart with reference to E-commerce platforms in India.

### **Objectives of Study:**

- Comparative analysis to conduct.
- To analyze the operations involved in Inbound and Outbound RC.
- To analyze customer demand by the shipments.

## **RESEARCH DESIGN**

The research design is descriptive in nature.

### **Data collection**

- **Secondary Data** which are used for research to know the analytics, study. Facts & theories are collected from already available resources like mainly internet and other sources.

### **Duration:**

45 days

### **Data analysis:**

Secondary data

## **LIMITATIONS:**

- The content is partially retrieved from sources like internet, previous surveys report and some anonymous articles.
- In the survey, respondents may be careless and may not give correct answer to the questions, because of any reasons.
- The data and the report have been collected & prepared respectively during the period of COVID-19 pandemic lockdown. So, sources of data collection were capped to a certain



reach.

- Authority objections to share raw data as it's against the privacy policy of company.
- During the internship, one of the main limitations i observed was the conveyer was not working properly which caused a lot of problems.
- Sometimes, it was difficult for people to collect details regarding the shifts, day off, leaves, bus timings, payrolls etc.

# **Chapter-2**

## **INDUSTRY ANALYSIS**

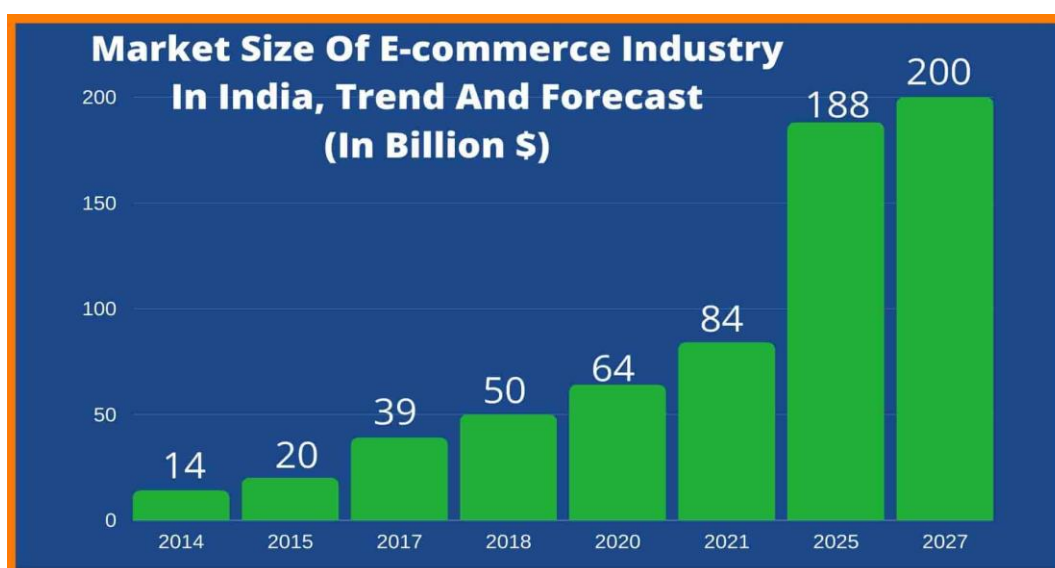
# E-commerce Industry in India

With growing internet penetration and disposable incomes, people of India are experiencing a massive change in their shopping habits. People from all fronts of life are using their smartphones to buy products and items. With the big e-commerce platforms like Flipkart, Amazon and Alibaba, the market is slowly maturing and expanding its footprint to the most remote locations across the country.

According to an analysis website, the e-commerce industry in India grew from 4% of the total population in 2007 to around 40% in 2017, clearly indicating the rise of the internet era in the world's fastest growing economy. It is expected to reach around 50-60 percent by 2021. This internet boom is directly proportional to the emergence of e-commerce in India and other internet-based domains.

This success story started in 2007 with the inception of India's most successful startup, Flipkart. Initially, companies found it tough to encourage people to shop online but with advancing technology, logistics and payment methods supported by various offers and sales, people slowly drifted to this convenient mode of online shopping. Internet penetration and low data costs were and continue to be the most prominent factors encouraging this trend.

E-commerce in India is expected to touch \$200 billion by 2025 from the figure of around \$40 billion in 2017. The internet economy, on the other hand is expected to double by 2021 to \$250 billion, majorly riding on the e-commerce wave. Seeing this potential Walmart, Amazon and Alibaba are heavily investing in India and building a strong presence. Various domestic players like Snapdeal, Shopclues, Infibeam etc. are also a part of this organized and exponentially growing e-commerce segment in India.



## **Major players in E-commerce Market are:**

**AMAZON** – Amazon is 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

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

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

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

This move forced Myntra to merge with Flipkart in 2014 as a means of countering the competition that Amazon and other relatively popular offline vendors brought on board. It has since grown to become one of the fiercest competitors in the online fashion sector in India where it has already established a significant market share.

## **Market size and market growth rate:**

- Rising trends for modern living.
- Love for art fashion and lifestyle.
- Growing urbanization.
- Rising demand for online orders.

- Rising growth of e-commerce industry in India further compensate the price of goods.
- Further, the rising trend for online and mobile shopping in India is helping them to boost the demand for e-commerce through online channels.
- Rising investment in retail sectors by various National and international is helping to boost the growth.
- The technology advancements such as availability of high-speed internet (4G) and fast absorption and adaptation of smart gadgets is boosting the retail sectors in India, which helps the customer to go online and buy.
- The online platforms also help home furniture industries to introduce their new products very fast in very easily.

### **How to Increase Sales & Revenue:**

Spend time and resources on acquiring new customers but keep your loyal customers happy.

This is what the new data from Adobe's The ROI from Marketing to Existing Online Customers show:

- In the US, repeat clients only represent 8% of the visitors
- Repeat clients contribute 41% of the revenue and the figure goes higher during the holidays
- Revenue from the purchase of 1 repeat customer is equivalent to orders from 5 new shoppers
- What does this mean for marketers? Your repeat customers bring in the profit.
- Build relationships. Keep in touch. Send them emails or messages whenever you have a new campaign. Be personal in your approach and send them greetings on their birthdays.
- Show them gratitude for being regular customers through personalized notes and if they have special requests for their orders, go out of your way to find out ways to meet their needs.

If you're selling to the wrong people, you'll only be wasting money. It is important to know how to reach out to your target market, recognize what they want in a product or service, identify how they search for what they want, and understand how they compare their options. If you don't have data to begin with, talk to your prospective customers and start doing your own research. You can do

this by meeting them in person or by sending out surveys to customers who purchased in the past month.

- Learn the ins and outs of Google Analytics. It's a free, powerful tool that you can immensely benefit from, if you know how to use it. Here are customized configuration for Traffic Sources, Keywords, and Ecommerce Channels reports to get you started.

There are some of the questions that you should answer to know the tone of writing that you should use. Should you be funny and conversational or should you be business-like and direct? This will depend on what your buyer finds engaging.

Next, focus on the format. Research suggests that users only scan words on websites and rarely reads the entire page content. This means that you should make your product descriptions easy to read. Use subheadings, bullet points, large, readable fonts, and lots of white, uncluttered space that will make reading a breeze.

You may have the best product in the industry but if the photos suck, there's a huge chance you won't make it in e-commerce. Online shoppers rely on the website photos for a sample of what they will be buying. Make these photos as enticing as you can but remember to always keep it real.

All you need is a decent camera (or you can use phone), a tripod, a white background, and a room filled with natural light. Once you have your raw images ready, transfer it to a computer and retouch with photo editing software such as Adobe Lightroom.

Have some extra budget? Hire a professional and invest on product photography.

A shopper knows that he needs your product but he is a bit skeptical. He looks at another website and feels better in purchasing your competitor's product.

This is a common scenario in online shopping. This could have been avoided if you used item numbers 3 (product description) and 5 (great photo) and if you had product reviews on the page.

Product reviews are social proof that the item or the service works. A hesitant buyer can read product reviews and immediately be converted. So how do you get customers to review your products?

- Put a thank you note in the delivery package plus the link to your review page.
- Offer a significant amount of cash or store credit as a reward for lucky customer reviews
- Send an email to your customers 1-24 hours after purchase to ask them to review their items. To prevent a 1-star or 2-star review from making it online, include a phone number that they can contact for complaints and concerns.

- If a bad review makes it on your page, address the review properly and promptly. If anything, else you will be displaying excellent customer service.

It's good to be upfront. Let your customers know about shipping costs early on in the purchasing process. Aside from costs, provide details on the estimated delivery duration as well.

Next, consider if you can offer free shipping once customers reach a specific purchase threshold. In a study by RJMetrics, 40% of buyers will add more products to their cart if they are offered free shipping. Make sure that this offer can be seen by the customers on most parts of your website – from the home page, product page, up to the checkout page.



At which part of the process do shoppers leave their carts?

- 46.1% of abandoned carts happen at the payment page
- 34.7% occur during checkout login

The 'why' of abandoned carts is still topped by high shipping costs and followed closely by the reason that shoppers only want to see the price for comparison purposes.

Understanding the reasons and the occurrences will help you address cart abandonment. Use the following ways to help resolve the problem:

- Make the checkout an easy process. Keep it to 3-5 steps.

- Simplify and streamline the checkout process. If your system can keep the subscriber shipping and payment information details, it will make the checkout process a lot more convenient.
- Think of offering an in-site comparison service to keep your customers from going to your competitor's site.
- After a cart is abandoned, immediately send a customized email to the shopper to reach out, know why he left, and remind him of his interest to purchase.

Knowing the reason why will help give us ideas on how we can win the sale back.



## **Porter's Five forces Analysis for E-commerce Industry:**

Porter's Five Forces is a tool used for understanding the competitiveness of a business environment, and for identifying the potential profitability of a business strategy. This analysis is useful, because understanding the forces that could affect a business's profitability enables owners to be proactive in making adjustment accordingly. The five forces are composed of the following elements: buyer power; supplier power; the threat of new entrants; the threat from substitutes; and the threat from competitors. The threat from rivals are often times reviewed as well. This following report will outline these elements as it correlates to the e-commerce retail industry.

### **Buyer Power Factor (Strong Force):**

The Ecommerce industry has flourished during the last few years. An increase in world economics and an increase in the growth of technology have been major contributors. Both of these factors influence the growth of the e-commerce retail industry. Within the e-commerce industry several small and big brands have cropped up. As a result, there is not much switching cost for the customers. In today's society, customers are well informed. Consumers have access to high quality information regarding the services of online retailers and the products they sell. As a result, it affects the ability of e-commerce brands' customers to find alternatives to the company's online retail service. Furthermore, many brick- and- mortar retailers have also entered the e-commerce market. This has created additional pressure with the addition of physical retail markets.

An example of this can be seen with the Wal-Mart and it's attempt to enter the ecommerce market in efforts to keep up with the likes of Amazon. As a result, the bargaining power of the buyers is strong in the ecommerce industry. There are factors such as brand image, quality of products/ service, and prices that can moderate brand bargaining power.

### **Supplier Power (Moderate Force):**

Within the e-commerce industry, brands have the upper hand whereas the bargaining power of suppliers is moderate. There is a small population of suppliers that can meet the needs e-commerce businesses, especially the likes of giants such as Amazon. For those that can, they are empowered to build themselves up as a strong force to the e-commerce industry. For example, changes in equipment prices from a small number of major suppliers could directly impact an e-commerce company's retail operational costs. Contrastingly, the moderate forward integration- moderate degree of control that suppliers have in the sale of their products to firms- presents limitations on suppliers' actual effect on e-commerce brands. As such, many ecommerce brands are careful with their supplier relationships. Brands will often times create a code of conduct encompassing quality, labor, wages as well as sustainability. Despite the increasing number of players in the industry, suppliers do not have many options and therefore are bound by the rules that the brands have set. However, the size of most manufacturers and suppliers limits their influence on e-commerce companies.

### **Threat of New Entrants (Moderate Force):**

New firms pose threats to existing e-commerce brands as it can lead to reduction of market share. The easy shifting of consumers to competitors, empowers them to impose a strong force against companies. This is a result of the low switching costs, or the low negative effects of transferring from one provider to another. However, the high cost of brand development in online retail weakens the influence of new entrants on the performance of bigger entities such as Amazon. It would take years and billions of dollars to create a brand as strong as Amazon or a brand that could become a direct competitor. Additionally, e-commerce companies benefit from high economies of scale making the nature of the business strong and viable for new entrants. As such, although the barriers to entry are moderately high, the threat of new entrants is low to moderate in the ecommerce industry.

### **Threat from Substitutes (Strong Force):**

The low switching costs of consumers is why they can easily transfer between companies. For example, consumers can easily decide to buy from Walmart stores or other retail establishments instead of buying from Amazon.com. The high availability of substitutes and the low product costs increase the influence of substitutes against the company. Whether it's a physical or e-commerce retailer, they both can easily become substitutes preferred by consumers. As a result, brands try to gain a competitive advantage by offering low prices, better quality of products or through a better overall customer experience.

### **Threat from Competitors/Rivals (Strong Force):**

E-commerce retail firms tend to be aggressive having a strong competitive rivalry among each other. The level of rivalry in the industry is high because of the large number of players. The number of local and global brands in the ecommerce market have grown and led to higher competition. This can be seen in Amazon competing against giants like Walmart, who is continuously improving their e-commerce presence. The frequent threat of substitutes exists because of their high availability. This can be seen with Walmart and other brick-and-mortar store efforts to match Amazon's online retail services. Furthermore, the low switching costs create low barriers for consumers to transfer between retailers. As such, the threat for new competitors and

rivals is high.

In conclusion, when it comes to competitive rivalry within the e-commerce retail industry-competition must be a strategic priority to ensure my company's long-term competence. Retailers must consider the strong bargaining power of buyers as a major factor in addressing business challenges in the online retail industry environment. Due to the high level and threat of competitors and substitutes, prioritizing the strategies for long-term success in the online retail industry environment is imperative.

# Chapter-3

## COMPANY ANALYSIS

# FLIPKART



Things are easier said than done! To realize our dreams and that also in such a grand manner is really a tough task. The founders of Flipkart have probably conquered their dreams with the amazing success of Flipkart. Flipkart is something which has really opened up the Indian e-commerce market and that also in a big way.

Flipkart was co-founded by Sachin Bansal and Binny Bansal in Oct 2007. Both are graduates from IIT-Delhi and have prior work experience in Amazon.com. They both were solid coders and wanted to open a portal that compared different e-commerce websites, but there were hardly any such sites in India and they decided to give birth to their own e-commerce venture - Flipkart.com

Thus, was born Flipkart in Oct 2007 with an initial investment of 4 lac (co-founders' savings). It was never going to be easy since India has had bad past experiences with e-commerce trading. It was not an easy segment to break into, people were very particular in paying money for something which they had not seen and received. The trust was missing in the Indian customers. So, what Flipkart had to do was to instill trust and faith in their customers. And they did exactly the same, will discuss more on how they did so later in the post.

Flipkart began with selling books, since books are easy to procure, target market which reads books is in abundance, books provide more margin, are easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive, so the amount of money a customer has to spend to try out one's service for one time is very minimal. Flipkart sold only books for the first two years.

Flipkart started with the consignment model (procurement based on demand) i.e they had ties with 2 distributors in Bangalore, whenever a customer ordered a book, they used to personally procure the book from the dealer, pack the book in their office and then courier the same. In the initial months the founder's personal cell numbers used to be the customer support numbers. So, in the start they tried their best to provide good service, focus on the website - easy to browse and order and hassle-free, and strove hard to resolve any customer issues. Since there were not any established players in the market, this allowed them a lot of space to grow, and they did in fact grew very rapidly.

The company started from 2 employees and now has around more than 4500 employees.

Flipkart started with consignment model as discussed above, since most of the customer issues like delivery delays etc. result from procurement model, the company started opening its own warehouses as it started getting more investments. The company opened its first warehouse in Bangalore and later on opened warehouses in Delhi, Kolkatta and Mumbai. Today the company works with more than 500 suppliers. As on date more than 80% orders of Flipkart are handled via warehouses which help in quick and efficient service.

A humble beginning from books, Flipkart now has a gamut of products ranging from: Cell phones, laptops, computers, cameras, games, music, audio players, TV's, healthcare products, washing machines etc., Flipkart is the Indian market leader in selling books both offline and online, it enjoys an online share of around 80%. The electronic items have a large number of players like Naaptol, Letsbuy, Indiaplaza, Tradus, Infibeam, Yebhi etc. The electronic market share is distributed among them in different unknown proportion.

# **SWOT analysis of Flipkart**

SWOT analysis of brands helps identify their untapped potential and opportunities. It also explains the “Why” behind their operations and decisions. SWOT analysis lists down the Strengths, Weaknesses, Opportunities & Threats of a company – hence the acronym SWOT.

The assessment helps companies to make an informed, rational decision and be better prepared to deal with issues. Again, strengths and weaknesses are internal aspects of a company. Threats and Opportunities are understandably investigated to determine external factors about the industry the company deals in.

## **Strengths in the SWOT Analysis of Flipkart:**

### **Brand Recall**

- Flipkart enjoys an extensive degree of brand recall through online branding, social media and its quirky TV advertisements. Be it those kids acting like adults in those TV ads or the frenzy around ‘**Big Billion Day**’. Over the years, Flipkart managed to rope in icons like Alia Bhatt, Ranbir Kapoor, Virat Kohli etc to connect with its user segments.  
Tag lines like ‘**Ab Har Wish Hogi Poori**’ and “**India ka Fashion Capital**’ are trending amongst Indian consumers.

### **Experienced Foundation**

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

### **Strategic Acquisitions & Partnerships**

- Flipkart has consistently been able to establish tie-ups with likes of Myntra, Jabong, Walmart because it wanted to solidify its position. Having a separate brand pertaining to fashion and one for digital payments (PhonePe) contributes greatly to brand equity.

Further, Flipkart has entered many strategic partnerships like Ekart, Chakpak, Letsbuy, Walmart etc. This enables Flipkart to bolster their logistics, payment gateways and digital content creation.

### **High Volume & Range of Products**

- Flipkart has a plethora of quality product options to choose from in every category they sell. Exclusive tie-ups with popular brands like Lifestyle, Apple, Motorola, and Xiaomi in the past as well as encouraging in-house brands like Citron, Digiflip & MarQ etc have helped with their large catalogue of products.

## **Weaknesses in the SWOT Analysis of Flipkart:**

### **Excessive Advertisement Expenses**

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

### **Lack of Technological Innovation**

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

### **Rapid Acquisition Spree**

- Flipkart has been lately looking to up the game by focusing on improving user experience. It has acquired a host of start-ups like Mech Mocha (social gaming) and AR start-up



Scapic. Given that the company is reportedly posting losses, and competition is heating up, so siphoning funds on improving user engagement on their platform isn't exactly first priority. This rapid acquisition spree might turn out to be damaging for the finances.

## **Opportunities in the SWOT Analysis of Flipkart:**

### **Delivery Excellence**

- Order returns, refunds, cancelations, redressal of delivery issues and fake product deliveries etc. are issues Flipkart should enhance in their ranks. Flipkart should try to reduce the delivery times and increase its operational efficiency for tier 2 & 3 cities because rural dwellers are now surging to online shopping.

### **Secure and Streamline Payments**

- Better online secure payments can instill more confidence in people to shop online. India has one of the highest no. of smartphone users in the world. Flipkart can look to streamline payments for their orders through an in-house payment service like AmazonPay to include new product lines. And Flipkart can also look to ride on the wave of 'Vocal for Local' sentiments in India allowing more MSMEs to sell on their platforms.

### **Market Development**

- Owing to the thrust towards digital economy and retail, Flipkart should indulge in new market development and extend its services. Flipkart has to move across borders of India and serve customers from neighbouring geographies like South-East Asian countries. Because these countries have a high demand for online retail. Entering into joint ventures with local players, Flipkart can look to diversify its revenue from alternate markets.

### **Post-Pandemic Sentiments**

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

## **Threats in the SWOT Analysis of Flipkart:**

### **Threat of Intense Rivalry**

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

### **Buyer Power & Switching**

- The online retail market is saturated with Snapdeal, Paytm, Ebay, Myntra Reliance Digital, and Nyka etc. Customers visibly have lower switching costs; they instantly switch from one online shopping website to another. The products are mostly the same apart from a few brands. Hence, 'standing out' is tough to say the least.

### **Stringent Government Regulations**

- It is hard to sustain losses and keep doing business if the government regulations keep hindering the business. In fact, Flipkart was recently investigated related to violations of competition laws in 2020 by CCI(Competition Commission of India). Indian government also exercises strict control and monitoring of FDI and funds from foreign investors into Indian firms. This led to many legal issues and operational problems for Flipkart (now owned by US-based Walmart). Also, in wake of Indo-China tensions, proliferation of fake goods on online retail sites has been met with stringent measures.

# **Corporate Social Responsibility by Flipkart**

Corporate Social Responsibility is a transformational initiative or activity practised by Indian corporations. Mandated by the government, it is a positive step towards collective upliftment and well-being of the community. The CSR activities in India need to be in alignment with the socio-economic development of the society in some way or the other.



**Flipkart Cares** aims to support those in need and contribute to their sustenance to help build a promising future for them. Besides donation drives, outreach programs, and employee-enabled on-ground initiatives, **Flipkart Cares** encompasses the larger ecosystem of customers and sellers to participate in various initiatives to make a difference.

In the past, Flipkart employees have mobilized time, effort and resources to raise relief funds for people in disaster-struck areas. In 2016, Flipkart assisted Goonj, an NGO, to aid the victims of severe flooding in Assam. Flipsters contributed generously with cash donations and a matching donation from Flipkart aided the relief efforts.

In 2015, when Chennai experienced heavy flooding, many Flipsters donated money from their payrolls while Flipkart donated over 6,500 units of essential items from its inventory. Flipkart's partner in the effort, Goonj, ensured that the supplies were delivered to the affected people in Chennai promptly.

**Flipkart Cares** aims to use Flipkart's proven tools and technological resources to aid those in need and contribute towards a better India. Change cannot happen overnight, but with continued effort, Flipkart Cares, backed by eager Flipsters and customers, hopes to drive change that benefits those who need it the most.

Over 200 Flipsters have been working towards making a difference in the lives of children with disabilities. In 2016, their 'Secret Santa' program spread Christmas cheer among the children at Samarthanam Trust for the Disabled in Bengaluru. Donning Santa hats, Flipsters distributed toys and books, and played cricket with the children, and were rewarded with bright smiles.

## **Bridging the Gap with Flipkart Cares**

Our country is a vast and diverse land and its people, even more so. Home to many cultures, beliefs and traditions, India boasts unity among people of many cultures and creeds. But like any developing country, we have issues that demand attention and aid. Our upcoming initiatives focus

on solving one of the many problems faced by artisans and craftsmen who live and work out of remote locations in our country. – direct customer access. Some of India’s most beautiful craftsmanship exists in such remote areas of the country and most of the work and art goes unrecognized or largely exploited. The **Bridge the Gap** program strives to help bottom-of-the-pyramid artisans and craftsmen get their products into the market.

Flipkart and Walmart Foundation collectively spent Rs. 46 Crores to bring in-kind donation to help front-line response efforts of Covid-19 and other necessities for vulnerable communities during lockdown.

The Company focuses its CSR Initiatives in geographic regions of India where the company has a business presence. However, the company may contribute to causes in other parts of India, if the Board of Directors of the company is of the opinion that such contribution is appropriate.

## **Marketing Mix (the four P's) adopted by Flipkart:**

### **1. Product:**

- Flipkart is an online retailing industry and started its operations with the sale of books. For two years, it sold only books through its website as the management and shipment of books was much easier. After its expansion, it started dealing with products like air coolers, washing machines, air conditioner, life style products, stationary supplies, cell phones, computers, calculators, microwave ovens, water purifiers, laptops, cameras, audio players, products relating to health care, dishwashers and e-books. Products sold on Flipkart have the same warranties of the brand if sold outside in a showroom. It has recently launched its personal product range called "DigiFlip". Under this brand, it offers products like computer accessories, camera bags, headphones and pen drives. In July, Flipkart introduced its own tablet phones and networking router under its personal range "DigiFlip".

In a special tie up with Motorola Mobility, Flipkart has provided a platform for the launch of 'Moto G'. Online shoppers went crazy with the unveiling of this smart phone. This awe-inspiring response resulted in the sales of nearly 20,000 mobiles in a few hours. Continuing their association, 'Moto X', an Android smartphone, was introduced on March 19.

- Moto E was launched at the same site triggering the same response. Continuing this success story Flipkart in a tie up with Xiaomi Tech introduced 'Xiaomi Mi3' on its platform. In the first phase on 22<sup>nd</sup> July all the phones were sold in just 39 minutes and in the 2<sup>nd</sup> phase on 29<sup>th</sup> July the sold out was complete in only 5 seconds. On 5<sup>th</sup> August the sale was completed in just 2 seconds. This amazing response and hyper mania have helped in giving Flipkart an immense lift up.

### **2. Place:**

- Flipkart functions entirely in India and it has its headquarters in the Garden City of Bangalore in Karnataka. It is owned by a Singapore based company and is registered over there. According to India's foreign policy, a foreign company is not allowed e- retailing over here. Therefore, in India, Flipkart sells the merchandises through an Indian company WS Retail. Flipkart also provides its own platform to other companies who are interested

in selling their goods. The website is very easy and hassle free. Browsing, keeping track of products, getting reviews, ordering goods and payment methods are very convenient for the individuals.

- At first Flipkart started its operations on the consignment model in which they personally bought the book and couriered it. Later they opened many warehouses where the goods were stored safely. The first warehouse was opened in Bangalore and later in Delhi, Mumbai, Chennai, Hyderabad, Pune, Noida and Kolkata. As of today, more than five hundred suppliers are working for Flipkart. At least 80% of the orders placed are handled and controlled via warehouses. Shipping companies and courier companies are the real mediators in this setup. The quick and well-organized service is the reason why the company has been able to put its mark on the Indian market. Their delivery network is spread over thirty-seven cities with delivery being possible in any nook and corner.

### **3. Price:**

- Though Flipkart started its venture with an investment of just INR 400,000, today its net worth is nearly 1 billion dollars as its sales are increasing day by day. It still earns revenue of 50% from selling books online. Electronic commerce has become a huge hit because of Flipkart. Its price policy is very flexible because of online transactions. Amount to be charged is determined after looking at the innumerable expenses like transport expenses, supplier expenses, packaging costs, courier charges, shipping cost, office expenses, maintenance expenses, discount allowances, depreciation, taxes, advertisement expenses and many other expenses.
- Discounts up to 35% are allowed periodically to boost up the sales and maintain competitive prices. For payments, Flipkart allows credit card transactions, cash payment after delivery, transaction through debit card, by swiping card on delivery, vouchers available as e-gift and net banking.

### **4. Promotion:**

- Flipkart has changed the concept of multi brand retailing of products through internet in India. Its huge success has proved to be an inspiration for other companies. It operates mostly through mouth advertising. The satisfied customers have been their best promoters. To have a firm grip on the online world Flipkart has used the services of Google Ad-words and SEO. These marketing tools have made them household names.

Downloading the exclusive app of Flipkart helps in getting alerts about the current offers, order status, price drops, recent launches and various gift coupons.

# Chapter-3

## **COMPETITOR ANALYSIS**



## **Some of the major competitors of Flipkart:**

### **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.



### **2. Alibaba**

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

As a leading e-retailer in Asia and also penetrating other parts of the world. Alibaba has employed over 51,000 employees to help in facilitating various processes involved in buying

and selling of different products on the platform. Astonishingly, Alibaba has been able to receive a total number of record an average of approximately 812 million orders per day in the entire 2017.



### 3. Snapdeal

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

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



## 4. Paytm

Paytm is an Indian-based online payment and e-commerce Company that offers allows the users to make payments upon purchase of a wide range of products including fashion items, electronics, home appliances and digital products among many more. Paytm is an abbreviation for Payment through mobile has over 13,000 employees working in different divisions hence making the user experience fast, secure and efficient.

It was founded in 2010 but operates as a subsidiary of One97 Communications. Paytm is increasingly becoming a strong competitor in this industry particularly in India, where it has over 3 million merchants in different parts that operate offline. Because of complete backing by Alibaba, Paytm is the strongest upcoming Flipkart Competitors.



Paytm (a partial abbreviation for "pay through mobile") is an Indian multinational technology company that specializes in digital payment system, e-commerce and financial services, based in Noida. Paytm is currently available in 11 Indian languages and offers online use-cases like mobile recharges, utility bill payments, travel, movies, and events bookings as well as in-store payments at grocery stores, fruits and vegetable shops, restaurants, parking, tolls, pharmacies and educational institutions with the Paytm QR code. As of 2021, Paytm is valued at US\$16 billion, making it one of the highest valued fintech companies in the world.

As per the company, more than 2 crore merchants across India use their QR code payment system to accept payments directly into their bank account. The company also uses advertisements and paid promotional content to generate revenues.

## 5. Myntra

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

This move forced Myntra to merge with Flipkart in 2014 as a means of countering the competition that Amazon and other relatively popular offline vendors brought on board. It has since grown to become one of the fiercest competitors in the online fashion sector in India where it has already established a significant market share.



## 6. Shopclues

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

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

## 7. 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.

It is a subsidiary of Flipkart, which acquired it in mid-2016. Jabong has since established itself as one of the dominant brands in the sector since it is ranked among the leading e-retailers in India. The orders it processes in a day has increased immensely in the last four years making it a worthy competitor in this industry that cannot be disregarded.

# Chapter-4

## **CUSTOMER ANALYSIS**

## **Consumer Attitudes and Buying Behavior for Flipkart.**

Consumer behavior may be defined as the behavior that consumers display in searching for, purchasing, evaluating and disposing of products, evaluating and disposing of products, services and ideas which they expect to satisfy their needs. However, it may be noted that consumer behavior research today goes far beyond “what, why, how, when, where and how often” facets of consumer behavior and also considers the uses of goods they buy and evaluations after use. There may be many repercussions after the consumer makes a purchase. For example, a buyer may feel sorrow or guilty or dissatisfied with his choice of a particular scooter, because of continuing maintenance expenses over it. The buyer may decide not to buy the same make or model again and may also refer to his friends conveying the dismal performance of the scooter. Each of these possible consequences of consumer’s post purchase dissatisfaction has significant implication for the marketer. For the marketer, the person is important, who makes the buying decision, not the one who actually makes the purchase or uses the product. Thus, the study of consumer behavior is the study of how individuals make decisions to spend their available resources- money, time and effort on consumption related items. Consumers move through five stages before making purchase decision:

1. Problem or need recognition, (here it may be in the need of new trend)
2. Information search, (here searching over their online stores or asking some suggestions from their friends or family)
3. Alternative evaluation, (online offline or local)
4. outlet selection and purchase, (final purchaser)
5. Post-purchase evaluation. (After sale services like delivery)

The thorough study is based on the consumer behavior analysis which serves a great idea regarding consumer perception, when they go for online shopping. The concept is applicable to ecommerce business companies also, as these industries are very busy to focus on delivery of consumer service and solutions provider in merchandising with effective technology and expertise. Flipkart.com has been following the quality and efficiency of customer service and distribution with decreased cost and agile work flow through retailers and other supplier’s network integrally. Flipkart.com is using its inventory led model focusing on standardization of product delivery with long-run retention of customers by winning their confidence in e-business and commerce market place. One criticism leveled against Flipkart is that it is using up funds too quickly, especially as nobody else in the industry has raised as much money as it has. The Overall Brand Value of Flipkart is good, but it is facing some tough competition from its global competitors like Ebay and Amazon. Flipkart should be very focused on consumers and build amazing experiences for the customers.

## **ENVIRONMENTAL ANALYSIS**

### **Demographic trends:**

When it comes to online retail industry, for people to shop online, they need to have internet. India is third largest country when it comes to internet usage after U.S and China. Presently, above 200 million people are using internet. Out of this, 110 million people access internet through mobiles.

In India, 8-10% of online users transact online. So, it means it comes to 20 million people. And also, with smart phones, tablets coming into picture, number of people who are going to use internet is going to be increased. This means, increase in the online retail usage in India.

### **Socio-cultural Influences:**

Culturally, Indians tend to buy the products in physical stores. They want to touch, feel the product before buying. If the risk associated with product is very high, like in purchase of Television, Laptop, Washing Machine etc., they tend to go to physical store. Indians will mostly be influenced by peers, friends while purchasing the products. So, these factors are negatively affecting online retail industry. But slowly, culture of buying is changing. They are going for online purchases but this rate is less when compared to offline purchase. But with 30days replacement guarantee, if the product is not functioning properly, by E-commerce companies, and with the availability of peer's or friend's feedback about products online, they are slowly moving from offline to online purchase.

### **Political-Legal factors:**

India is pushing for Foreign Direct Investment in Online Retail Industry.

### **Technological Factors:**

With the advancement of technology at a rapid pace, online retail industry is going to benefit a lot. Several technological devices like smart phones, laptops, tablets etc. are going to help this online retail Industry because with the penetration of these devices, Indian consumers are going to purchase their products online. Even Smart phone market is growing at a very rapid rate in India. Since companies can gather the data about their customers when they are doing business with them, they can use these data to personalize the services by using predictive analytics.



# Chapter-5

## **TOPIC AND ACTUAL WORKDONE**

## **Objective 1:** Comparative analysis of Flipkart with Amazon.

### Amazon:

Amazon.com, Inc. is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.

It is one of the Big Five companies in the U.S. information technology industry, along with Alphabet (Google), Apple, Meta (Facebook), and Microsoft. The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.

Jeff Bezos founded Amazon from his garage in Bellevue, Washington, on July 5, 1994. Initially an online marketplace for books, Amazon has expanded into a multitude of product categories: a strategy that has earned it the moniker, "The Everything Store".

The company has multiple subsidiaries including cloud computing company, Amazon Web Services; autonomous vehicle company, Zoox; satellite internet company, Kuiper Systems; and computer hardware R&D company, Amazon Lab126. Other subsidiaries include Ring, Twitch, IMDb, and Whole Foods Market. Its acquisition of Whole Foods in August 2017 for US\$13.4 billion substantially increased its footprint as a physical retailer.

Flipkart vs Amazon:

### Similarities between Amazon and Flipkart:

Both are e-commerce companies

### Differences between Amazon and Flipkart:

#### Founders

While Amazon was founded by Jeff Bezos, Flipkart was founded by Binny Bansal and Sachin Bansal.

#### Date founded

Amazon was founded in 1994 in Seattle, Washington. On the other hand, Flipkart was founded in 2007 in India.

#### Company type

While Amazon is a public listed company, Flipkart is a private listed company.

# Amazon VS Flipkart

Comparison Table

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



## Headquarters

The headquarters for Amazon is in Seattle, Washington. On the other hand, Flipkart has its headquarters in Bangalore, India.

## Products and services

Among the products and services offered in Amazon include electronics, video games, apparel, food, furniture, toys, software as well as jewellery. On the other hand, Flipkart offers products and services such as electronics, lifestyle and fashion products.

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

**Objective2:** To analyze the operations involved in Inbound and Outbound RC

During the initial days of our internship, I was assigned to the Inbound Receiving department. Inbound Receiving is one of the important processes that are being involved in the RDC. First of all, when the truck enters into the campus, security checks at the gate then after the sanity check, products are being unloaded at the dock area. Products are transferred to the receiving stations and receivers has to receive products by following these steps:

1. First of all, check the consignment number on the box.
2. Then check the LU (Load Unit) number.
3. Next step is to drop LU on the computer system.
4. Now Scan the bar code of the product.
5. The description of the product with image will appear on the screen.
6. Check whether look up is accurately matching with the physical product or not, if not then will have to make it QC (Quality Check) fail by giving the suitable reason.
7. Certain things which are to be checked are barcode number, color, size, Expiry date, everything which comes under legal check.
8. If it matches with the product then we have to segregate it and count the number of same products available and also make sure we have to qc pass those many products at a time which can be fit in a single Tote.
9. Then we have to print the WID Numbers (Warehouse Identity Numbers) according to the number of products we have.
10. Then print each WID on every single product and put it in a Tote.
11. We have to make sure that the Tote is not overloaded otherwise it'll cause problem while transferring through conveyer.
12. After putting it in Tote we have to keep it on a pallet with same kind of products.

RC (Return Centre) is exactly opposite of Inbound Receiving but the procedures are almost same.

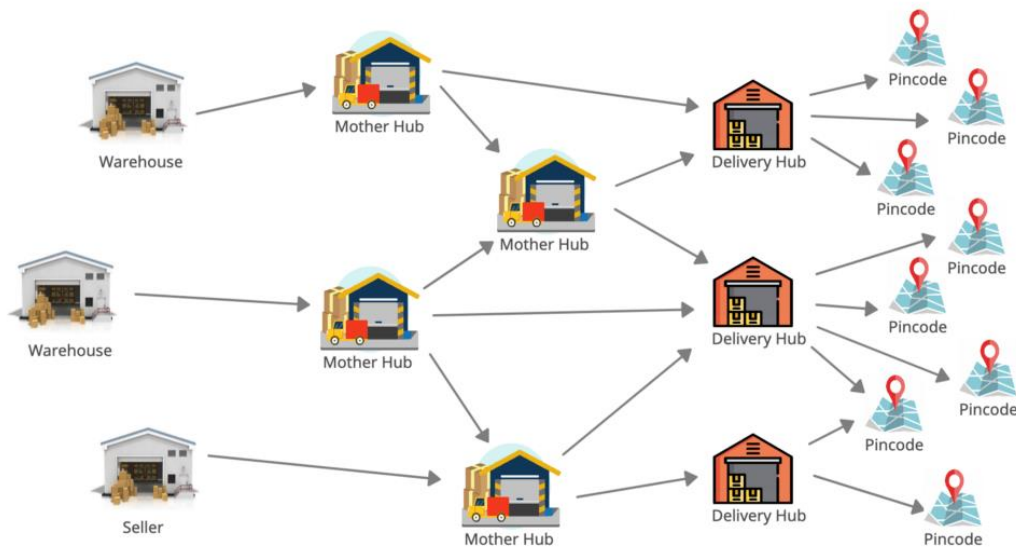
There are two types of shipments in RC Departments: 1.RTO (Return to origin) 2. RVP (Reverse pickup)

### **Objective3:** To analyze customer demand by the shipments

Serviceability defines the logistics capability to move an item from Location A to Location B. In Flipkart, before displaying the items to a customer, we identify the sources in which the item is available and check for serviceability between the source and destination locations. We require various levels of serviceability information on different pages. While providing an SLA (delivery date) to the customer, we identify the sources in which the required item is available, the lanes connecting each source to the customer's destination, the vendor servicing those lanes, and the applicable policies around them. We choose one option from the list of applicable combinations (fastest, cheapest, etc) to optimize for customer experience. On a broad level, there are multiple ways of moving the item from Location A to Location B which we refer to as **Services** (different delivery options possible over surface or Air), and each Service is provided by multiple **Vendors** (Ekart, BlueDart, FedEx, etc.).

Each Service provided by a Vendor may have restrictions around it being applicable only to certain categories of items (Books, Mobiles, everything large such as Furniture, treadmill, etc.). There may be other additional restrictions such as the Cash-On-Delivery Limit is Rs. 5000. We refer to these governing restrictions as policies. For every Service, provided by a Vendor on a Lane (Source, Destination combination, for example, Bangalore warehouse Pincode to Mumbai customer Pincode), there is an SLA, Cost, and handover time.

The supply chain network expands and we add new capabilities to it, the serviceability gets complex. In addition, there is an increase in the available choices and the number of use cases needing more accurate serviceability. Example use cases are the display of SLA (and possibly filter) on the search page, show 90 mins delivery option on the landing page, etc. While the accuracy levels required for each of these use-cases are different and mostly are inversely proportional to scale, the accuracy level expectations as well the scaling requirements are also continually increasing. This, coupled with organic traffic growth to Flipkart further demands a higher scale on serviceability. We will need to rethink various strategies to represent and compute serviceability, to serve these requirements.



In the basis of the present study conclude that the online consumer satisfaction. This research explicitly indicates that Flipkart online marketer should give were importance on price factor and after sale factor in this competitive world, online marketer should have to offer new scheme day to day attract that the new customers. Online shopping becoming more popular day to day with the increase in the stage of world wide web known as www.understanding customer's need for online selling has become challenge for marketer. In conclusion having access to online shopping has truly revolutionized and influenced our society as a hole. This use of technology has open new doors and opportunities that enable for a more convenient life style today. Variety, Quick service and reduced price were three significant ways a which online shopping led to the possibilities of fraud and privacy conflict. Through privacy and security policies, website designer doing. By doing so, society a will continue to depend upon online shopping, which will allow it to remind a tremendous success in future.

# Chapter-6

## **FINDINGS & RECOMMENDATIONS**

## RECOMMENDATIONS:

- **Develop some product ranges only for gifting purpose:** India has a huge gifting market; Flipkart can take this opportunity by developing special product ranges only for gifting purpose with appropriate packaging with different range, different qualities and different events also. This will be convenient to all the customers as they don't need to roam around the city for buying gifts for their friends and family members rather, they will find everything related to gifting items in a single corner of the store.

- **Event / Occasion Specific Collections**

- Occasion specific:*

- By occasion we mean here products related to any specific occasion e.g.

- Wedding collection-*** Every person today wants to make their wedding ceremony to be a very special on the other hand they don't have enough time to go for shopping every little thing from different stores. So making a special corner specifically for wedding collection would be a great idea e.g. for decoration in theme wedding.

- Baby shower collection-*** organizing a big event on baby shower will become very easy for the customers if they will find everything under a single roof.

- Event specific: e.g. Diwali / Holi**

- Festivals are celebrated with much joy and zeal by lighting up lamps, candles or beautifully decorated lanterns. paper hanging around the house to make the place look vibrant. Thus, home furnishing stores can create a corner for these special lights, candles and all items related to diwali in that part. With specific related items like fancy decorations with diyas, candles, flower decoration, torans, rangoli, idols of Ganesha and Goddess Laxmi and they may change the look of the house.



There are many ideas that can help the customers to enhance their house interior and exterior on this special festival.

## **FINDINGS:**

Customers are preferring quality product from e-commerce sites, even it is bit expensive.

- Flipkart is trying very hard to reach the top position but Amazon India is giving very tough competition.
- Amazon is leading in every aspect of survey such as price, preferred and also suggesting to friends.
- Undoubtedly Flipkart and Amazon made their impact on customers very strongly and captured loyal customers. And they are ready suggesting their online shopping site to rest of their friends.
- Both Flipkart and Amazon India advertisings were very innovative and attractive. Both companies are expending so much money on advertising and promotions.
- Every age group people are interested in offers, if they are in need or not they want to purchase.

## **Conclusion:**

I have learned a lot of things while doing this survey like consumer psychology, how they behave, what they want, what they need, how they think. While collecting the information about flipkart and also observe the behaviour of delivery boy, how they handle the customers, how they communicate with the customers etc.

Flipkart has a wide category of stuffs some are products and some are the premium products. Mostly customers, know more about core products in comparison to premium products and this may be due to lack of advertising or marketing of the premium range of products. Consumer have very good experience with flipkart 48% respondents were highly satisfied, 23% were satisfied which sound very good result. It was found from the price and quality of the products offered by flipkart is not the best online shopping website as it suffers at various other points in the survey. Most of the respondents have rated it as just above and average the research always reflects the truth. No doubt flipkart has very good quality product and availability at the web portal. Many consumers feel delightful with the flipkart services and is satisfied with flipkart after sales service.