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BIJU PATNAIK UNIVERSITY OF TECHNOLOGY ODISHA



SUMMER INTERNSHIP PROJECT REPORT

ON

A STUDY ON PACKING DEPARTMENT OF FLIPKART

Done at

FLIPKART WAREHOUSE CUTTACK

BY

NIRAJ KUMAR BEHERA

REG. NO – 2006258125

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



MASTER OF BUSINESS ADMINISTRATION

2020 – 22

CERTIFICATE BY THE GUIDE

This is to certify that project report entitled “**STUDY ON PROCESS OF PACKING DEPARTMENT OF FLIPKART**” which is submitted by NIRAJ KUMAR BEHERA in partial fulfilment of the requirement for the award of Master of Business Studies, (BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES(BIITM) Er. Manoj Kumar Behera is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

Authorized Signatory:

Date:

CERTIFICATE BY THE ORGANIZATION

This is to certify that Mr. Niraj Kumar Behera, student of BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES(BIITM) has successfully completed her internship in packing department (outbound) of our organization from 17th September 2021 to 31st October 2021.

He has undertaken the project entitled “**A STUDY ON PACKING DEPARTMENT OF FLIPKART**” under the supervision of Mr. Gopal Das.

INTERNSHIP CERTIFICATE



DECLARATION

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

EXECUTIVE SUMMARY

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

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CHAPTER – I

INTRODUCTION

1.1 ABOUT flipkart.com

Flipkart is an Indian e-commerce company headquartered in Bangalore, Karnataka. It's being touted as India's answer to Amazon. Founded by Sachin Bansal and Binny Bansal (not related to each other) in Oct 2007, Flipkart has catapulted to one of India's most popular e-commerce sites and undoubtedly as the most popular online destination for books within a short span of three years. The company was started with the prime objective back of making books easily available to consumer who has access to internet. Today, it is present across product categories including movies, music, games, mobile, cameras, computers, healthcare and personal product, home appliances and electronics, stationery, perfumes, toys, shoes and a lot more. The first product sold by them was the book Leaving Microsoft to Change the World, bought by VVK Chandra from Andhra Pradesh. As of now, the company offers 80 million+ products spread across more than 80 categories such as mobile phones & accessories, computers and accessories, laptops, books and e-books, home appliances, electronic goods, clothes and accessories, sports and fitness, baby care, games and toys, jewelry, footwear, and the list goes on. Flipkart has 100 million registered users and more than a million sellers on its electronic commerce platform. To ensure prompt delivery to its customers, the company has invested in setting up warehouses in 21 states.

EXCLUSIVE PRODUCTS

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

1.2 OBJECTIVES OF THE STUDY

- To investigate the inbound and outbound process
- To learn about the warehouse management system of flipkart

1.3 SCOPE OF THE STUDY:

- To know the supply chain management
- To know the various process of packing department of flipkart

1.4 METHODOLOGY

Types of Data:

- Primary Data:. The primary data was collected during the 45 days Internship at Flipkart warehouse, cuttack, odisha
- Secondary Data: The secondary data was collected from company website

CHAPTER – II

COMPANY PROFILE & INDUSTRY ANALYSIS

COMPANY PROFILE

2.1. The Business Model of Flipkart

The Business Model of Flipkart has an e-commerce structure that functions on a B2C framework. Flipkart is an online platform that allows consumers and sellers to grab hold of the various opportunities to make perfect deals

Aims of flipkart

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

Flipkart – Mission, Vision, Objective

MISSION- “to provide delightful customer experience”.

VISION- “To become Amazon of India”.

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

Flipkart – Name, Tagline, Logo

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

Flipkart Logo



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

Ab Har Wish Hogi Poori

Abhi Nahi To Kabhi Nahi

If it's trendy, it's on Flipkart

Be Trendy, Always

Shopping ka naya address

Itne mein, Itnaa Milega

The Online Megastore

Ab Mehngaai Giregi

Flipkart – Products/Services

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

- Fashion staples like shoes, clothing, and lifestyle accessories
- Electronics like laptops, tablets, smartphones, and mobile accessories
- Grocery & Home Appliances
- Baby & Kids products like toys
- Furniture and Home furnishings like cushion covers, mattresses, and bed sheets
- Insurance and flight booking
- Sports, Books & More

Value Propositions comprised by Business Model of Flipkart

- Product Launches related to Electronics, Home & Furniture, Baby & Kids, TVs & Appliances, Sports, Books & so on.
- Personalized features such as Customer Account with Login & Signup, Selling services on Flipkart as a Seller, Advertising Opportunities, 24x 7 Customer Services, Software Application (Dual Interface), Flipkart Assured Badge.
- Highly Convenient Services, Wide Product Range, Easy Delivery and Discount Offers

The activities that the business model of Flipkart needs to channelize-

- Offering 24/7 customer service via phone, email, phone, and chat
- Ensuring a secure payment gateway
- Designing, developing and optimizing the Flipkart Platform
- Ensuring top-notch supply chain management
- The managing network of sellers
- Hiring, training and retaining the workforce
- Effective management of product catalogues
- Marketing, sales promotion activities and their role in deciding the pricing
- Offering different promotional offers and discounts as per different occasions
- Proper channelization of partnership with manufacturers and distributors

Cost structures are-

- Warehouse management and deliver cost
- Technology and infrastructure support cost
- Workforce maintenance cost
- Advertising & Business Promotional Expenses

List of all Subsidiaries of Flipkart

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

Organizational Structure of Flipkart

There are top five shareholders of the Flipkart, the list is as follows:-

- Walmart – Holds 81.3% Stake
- Tiger Global – Holds 4.77% Stake
- Binny Bansal – Holds 4.2% Stake
- Microsoft – 1.53%
- Accel 1.38 per cent,
- Iconiq Capital 0.98 per cent,
- Temasek 0.29 per cent and
- UBS 0.19 per cent

Flipkart Target Audience

Flipkart targets anybody who surfs the internet and who does not have time for shopping. Though it's target audience is scattered over various market segments as consumers from all demographic backgrounds can find products that appeal to their interest, 75% of its audience is between the age group of 16 – 55.

It lays focus on people seeking variety and who prefer to experience a hassle-free shopping approach from home. It tries to expand its services to every location in the country where deliveries are possible. It comes up with smart marketing strategies to seize the attention of its audience who hold the purchasing power, to influence that online shopping is better than traditional shopping.

Source of Income For Flipkart

Flipkart accumulates its revenue through a few channels.

➤ Seller Commission

Flipkart charges a commission from the sellers since it provides a platform for sale for them

➤ Convenience Charge:

Flipkart charges a convenience fee to the buyers for faster delivery

➤ Logistics:

E-Kart is Flipkart's logistics company and facilitates the fulfillment of orders from sellers to buyers through its logistics arm. It charges a fee from the sellers for the same. There is no standard charge levied as it changes according to the geography

➤ **Advertisement:**

Flipkart sells advertising space to companies on its website. This offers a leverage to the companies buying the advertising space as they are presented first to the millions of customers visiting the Flipkart website daily

➤ **Media Buying:**

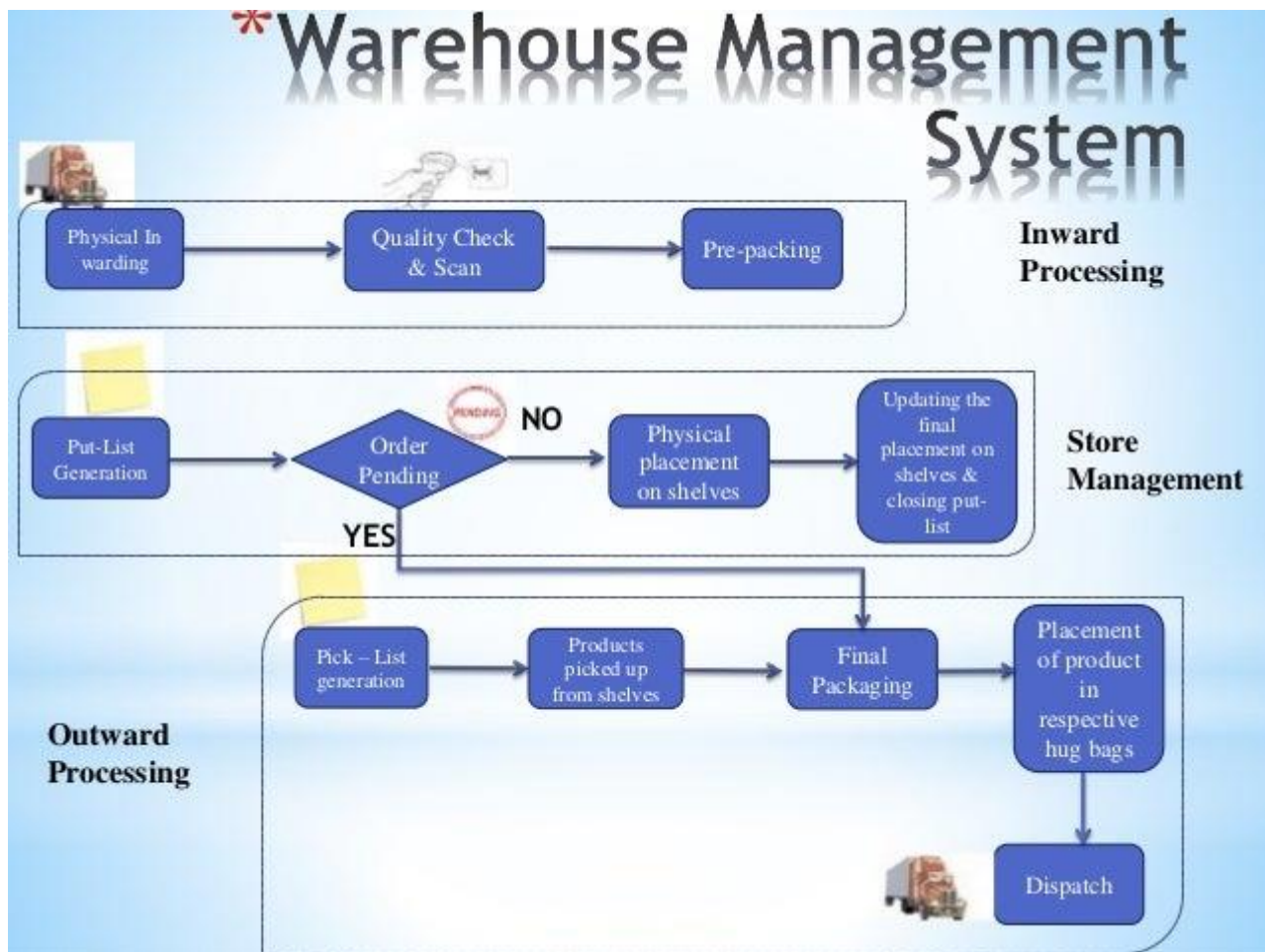
Flipkart releases ads for certain brands in the popular newspapers, radios, televisions, etc, In doing so, Flipkart charges a sum from the brands that it advertises for.

Company Structure of Flipkart

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



2.2 Flipkart's Warehouse Management System



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

Inward Processing

1. **Physical inwarding:** This is the area where physical delivery of goods from suppliers to the warehouse is taken.
2. **Quality Check + Scan:** As soon as the goods are received, they go through an initial quality check at this stage. After this, they are scanned to make an electronic entry to record the input of goods into the warehouse on the IT systems. This step of quality check is also undertaken at the supplier's premises depending on the contract that Flipkart has with them.
3. **Pre-packing of products:** At this stage, an initial packing of each of the products is done.

This pre- packing varies according to product. For instance, a book-mark and think transparent film packing will be done for a book. Similarly, if there is a freebie attached to a product, then the two products will be packed together.

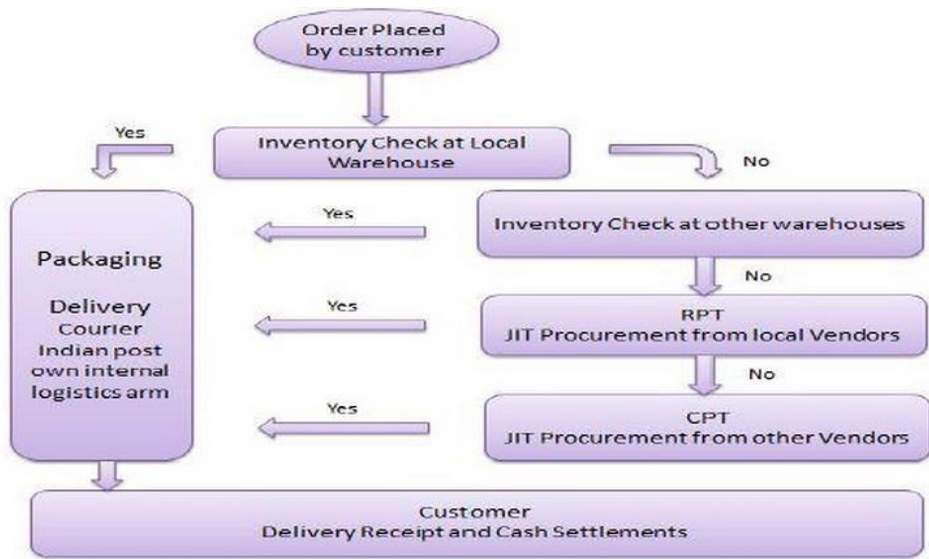
Storage Management

1. Put-list generation: When the input of all products is done on the IT systems, a system generated list of shelves corresponding to the products is generated to facilitate placement of products on shelves. This is called Put-list generation, which marks the place where the respective items need to be put.
2. Order pending check: As soon as the system gets the input of the incoming products, system checks if any of the orders for the incoming products are pending or not. If orders are pending, the respective product is sent directly to the Final Packaging Area for Outward Processing.
3. Physical placement on shelves: Based on the Put-list, the products are placed on the respective shelves. If the marked shelves are not empty, the product is put on an empty shelf, and the respective shelf number is updated on the Put-list.
4. Closing Put-list: Once the product placement is done, Put-list is updated with the actual placement information and the list is Closed.

Outward Processing

1. Pick-list generation: Based on the orders to be delivered for the day, a Pick-list is generated by the IT system.
2. Pick-up from shelves: The respective products from the Pick-list are picked up from the shelves as per the IT system entries and gathered together to move towards Final Packaging Area.
3. Final packaging: The picked-up products are packed in Flipkart-branded boxes. At this stage, packaging is done according to the Category of the product, e.g., electronic items are packed differently from stationery.
4. Placement in respective delivery hubs' bags: After the final packaging, a product is placed in a specific bag which is dedicated for that destination area delivery hub. These bags are dispatched to their respective delivery hubs on a fixed timing during the day.

SUPPLY CHAIN MANAGEMENT SYSYTEM OF FLIPKART



2.3. Business Analysis: -

2.3.1. Marketing Mix of Flipkart

Marketing Strategy of Flipkart analyses the brand with the marketing mix framework which covers the 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence). There are several marketing strategies like product innovation, pricing approach, promotion planning etc. These business strategies, based on Flipkart marketing mix, help the brand succeed.

Flipkart marketing strategy helps the brand/company to position itself competitively in the market and achieve its business goals & objectives.

1.Product Strategy of Flipkart

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

2. Price Strategy of Flipkart

- Flipkart provides its products at less prices than other E-Commerce websites, it gives huge discounts to boost up sales and maintain competitive prices
- The company charges a nominal amount for its delivery service and also does not charge if the order costs above Rs 500

- If the product is directly shipped by the seller, then the shipping cost depends on the seller's shipping charges
- Flipkart also provides the facility of a one-day delivery where the product is delivered within a day by just paying a little more delivery charge
- Flipkart also runs mega sales during the festivals. In these sales, it offers huge discounts on products like Big Billion Days
- Other facilities for consumers include the availability of E-wallets, E-gifts & EMI for certain products
- Flipkart charges monthly warehouse, referral, and shipping charges from the seller. These charges depend upon the option chosen by the seller

3. Place & Distribution Strategy

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

4. Promotion Strategy of Flipkart

- Flipkart's promotional strategy focuses on aggressive marketing through TV ads, print ads, word of mouth, bulk mailing, push notifications in-app & social media marketing campaigns
- The company has partnerships with influencers and celebrities across the range to reach out to and engage with a diverse set of consumers as these people have a huge fan following
- Flipkart has partnerships with key brands in different categories ranging from male grooming to fashion, to draw the attention of consumers

- Flipkart has a partnership with Adani Group to strengthen its supply chain infrastructure and enhance its ability to serve its rapidly growing base of customers
- It has also launched a Flipkart Plus membership program that offers access to special privileges such as more points when you shop on Flipkart, faster delivery, extra discounts, early access to sales & superior customer support
- Flipkart invests in sustainability and CSR to establish a strong social image
- Flipkart introduced a daily trivia quiz. The quiz gives participants a chance to win discount coupons, gifts and Flipkart Super Coins

5. People

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

6. Processes

- The e-commerce industry is marked by heavy competition and companies have to manage business processes in a manner to ensure higher efficiency and productivity.
- The company had managed to achieve a strong position in the Indian e-commerce market prior to its acquisition by Walmart. From its website to the warehouses and fulfilment centres, the company focuses on business process efficiency to achieve stronger results.
- The company has been investing in technology and expansion of its physical infrastructure to achieve superior financial growth.
- Technology plays a key role in ensuring the operational efficiency of the company from its website to its warehouses.
- Flipkart is investing in making its warehouses technologically advanced and best in class so as to improve their capacity and it also ensures that the customers have a superior shopping experience and products are delivered to the customers faster.

7. Physical Evidence:

- Flipkart offices, delivery boxes, packaging material etc are all a part of its physical evidence.
- It is the packaging used by the company and the branding on it that is the physical evidence of the services provided by Flipkart. The packages used to wrap products to be delivered have the Flipkart logo on them.
- Apart from that, the physical infrastructure of the company including its offices, warehouses, and

fulfilment centers also offers physical evidence of the business.

- Prompt delivery of the product, the 30-day return policy, site and app user interface, and the cash on delivery option add to the physical environment provided by Flipkart.

2.3.2. Segmentation strategy of Flipkart

- **Urban Buyers**

Urban market is one of the most powerful audience bases of Flipkart, as it easily avails their products and services with personalized offers, discounts, and payment methods.

- **Internet Users**

Buyers who are online are also the key target of the business model of Flipkart. Via analytics, the company knows about the inclinations of these users and hence runs customized campaigns to generate conversions.

- **Discount Seekers**

All those buyers who prefer buying products at a discounted price are the prime target of Flipkart; the company comes with special offers, discounts, and coupons to help such buyers get the products at markdown cost.

- **Customers looking for Ease of Shopping**

In case you want the ease of shopping, you are also a target customer of Flipkart. Means those who want to fulfil all their requirements just by sitting at their homes, Flipkart serves them well even at the discounted prices.

- **Buyers inclined towards specific products**

People who do online searches for specific types of products are also the target base of Flipkart. Analytics help Flipkart to know about those searches and buyers. This way, the company showcases the ads to those customers on their browsers and devices to convert them as the buyer.

Channels of Business Model of Flipkart

Flipkart comprises a wide range of channels for effective channelization of its business model.

- **Website**

This includes official Flipkart site and Flipkart Plus along with Seller Program and Affiliate Programs that enable Flipkart to reach to its customers.

- **Applications**

Flipkart Online Shopping App and Flipkart Seller Hub are the parts of this channel.

- **Social Media Platforms**

Different social media platforms such as Facebook, Twitter, LinkedIn, Instagram, YouTube, Google+ are used as channels.

2.3.3 SWOT Analysis of Flipkart

STRENGTH

- India's Largest E-commerce Retailer
- Impressive list of acquisitions like Myntra, LetsBuy, Chakpak, AdiQuity etc
- Exclusive tie-ups with brands like Motorola Mobility, Xiaomi led to very successful product launches
- Venturing into product manufacturing For eg- Digiflip tablets, Citron home appliances and health care devices
- Flipkart has a strong logistic support of eKart
- Strong Supply chain management system of flipkart
- Strong presence of Flipkart due to extensive advertising, marketing etc
- Good customer support like helpline, online feedbacks, product replacements etc

Flipkart Weaknesses

- Huge investment leading to losses over the years hurts the brand image of Flipkart
- Acquisition of loss making firms can add to its burden
- Lack of Technological Innovation

Flipkart Opportunities

- Business expansion to other countries can be big boost for Flipkart
- Foray into furniture and fresh product business to increase its breadth of product categories
- Ever expanding internet penetration in India can be tapped by Flipkart
- Better online secure payments can instill more confidence in people to shop online

THREATS

- Global competitors like Amazon making its foray in Indian online retail market can reduce Flipkart's market share

- Investigations by authorities to check its FDI regulations compliance

Flipkart's business can be affected by fluctuating economy and unfavorable market conditions & govt policies

2.3.4. Branding strategy of Flipkart

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

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

2.4 INDUSTRY ANALYSIS

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

The Indian online grocery industry is expected to develop at a CAGR of 57 percent from US\$ 1.9 billion in 2019 to US\$ 18.2 billion in 2024. In the fourth quarter of 2020, India's e-commerce order volume increased by 36%, with the personal care, beauty, and wellness (PCB&W) market leading the way. The Indian e-commerce market is predicted to increase from US\$ 38.5 billion in 2017 to US\$ 200 billion by 2026, owing to rising smartphone penetration, 4G network deployments, and rising consumer income. India's online retail sales are predicted to increase by 31%. Flipkart, Amazon India, and Paytm Mall led the way with USD 32.70 billion in 2018. In India, smartphone shipments surpassed 150 million units in 2020, with 5G smartphone shipments surpassing 4 million, owing to increased consumer demand following the shutdown. Most Internet businesses provide features including flexible payment options, electronic goods warranties, and free home delivery. Many players' prices are quite competitive, with all e-retailers giving attractive bargains on a variety of items to entice clients. The highest-value sales have been achieved by players that provide a wide range of items. In India, internet retailing is separated into several formats, including vertical shopping, whereby a manufacturer sells their products online, as well as multi-product Internet retailers, such as Future bazaar, where customers may browse and compare.

International corporations were not permitted to operate in India until 2010, when the government outlawed foreign direct investment in multi-brand commerce. However, in 2011, a ban was imposed. In the liberalised and predicted timeframe, some of the main firms, including Amazon.com, are expected to enter the Indian e-retail ecosystem.

2.5 PESTLE ANALYSIS OF FLIPKART

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

Political Factors

Flipkart is under a lot of highlight by rules and regulation authority when it announces billion sales day, other retail sellers registered dissatisfaction over this action as they believed it would destroy the market for them. Then there was net neutrality issue in which Flipkart dismissed the purchase of Airtel Zero saying that it might go against the net neutrality as this telecom provider supports free internet app access to all. Free internet access defies net neutrality because it will allow ISPs to charge websites like youtube because they use greater bandwidths although this would allow users to use apps freely but those apps would be limited as not everybody will register to this free app coup. Eventually websites will transfer these charges to end users and ISPs can also control the internet speed lanes for websites then all the websites cannot be accessed keeping the same time frame and additional charges would be Imposed if wished to do so.

Economic Factors

Economically viable business of Flipkart runs into difficulties they offered big discounts on their Billion sale day. The sellers' listings were removed from website by the company because it was unable to fulfill their orders and also the company was unable to efficiently manage logistics which is causing problem to both buyers and sellers. Last year the company faced some other problems when amidst sale their website crashed and so many products went out of stock even before the sale starts. They were also blamed for artificially playing with prices by increasing the original price so that the discount would look bigger. Flipkart has offered loans to its sellers in order to hook them with the company. these loans are collateral free and charge very low interest rates, and this is done through collaboration with banks. The company has realized the importance of having team of sellers to its side.

Social Factors

Government has plans to take e commerce businesses like Flipkart and snapdeal to rural areas in

order to help these areas grow through entrepreneurship. Government will also help in setting up logistics and necessary funding. Two three ecommerce sites can come up to form a common service centre which means shared costs and skills which will bring economies of scale. Besides this Flipkart has also taken initiative to provide better work-life balance to its employees by contributing its day care expenses of parents working for them, maternity leaves have also been revisited and changed for better. The average age of Flipkart's employees is 29 years which means most of them would be recently married with new born children to take care of and with the company releasing them of most important responsibility means higher employee loyalty.

Technological Factors

India's biggest ecommerce website Flipkart will go all mobile in future. Former CEO and co founder Sachin Bansali says that in this new era of mobile revolution the company cannot progress unless its employees also keep pace with the changing trends. Flipkart's new acquisition Myntra also moved to all app on mobile for online sales. With the increasing number of smart phone sales and decreasing number of laptop and desktop sales in India it is rational for Myntra to think all mobile. App allows users to engage better with the help of customization and easier payment methods as a result of which the company has reported increase in number of visitors since it last made the changes.

Environmental Factors

The firm isn't doing much environmental harm because it does not manufacture anything on its own; it displays goods from different vendors. But it is encouraging consumption through mega sale events that it hosts which means more goods being produced and more Carbon dioxide emission. Other than this another potential environment threat that they are posing is that of price war in which all the brands have to roll up sleeves and dive in mud in order to survive. Price competition eats up the profit margins, kicks out small players, only big players with deep pockets can survive and they do so at the cost of profits. This hurts the industry in the long run.

Legal Factors

There are many legal and moral issues that Flipkart faces each day when it comes to handling sellers like checking for counterfeit products which put the reputation of the company at risk also the buyers can sue the company for the fake products they have bought thinking of them as original. Secondly some sellers buy their own products in order to show the demand for their products and hence increase the prices, some start charging unreasonably high prices. Flipkart uses algorithms to detect unusual activities. Then there are incidents of dishonesty from cab drivers of services like Uber, the drivers were found to have two handsets so that they can get

orders from two different services in order to fulfill their daily quota for incentives and these are really hard to control and curtail for if you spot one taxi driver doing this he will ask his friends next time to book the service for him.

CHAPTER – III

COMPETITOR ANALYSIS

COMPETITOR ANALYSIS:

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 e-commerce portal in India and carries out approximately 20 sales per minute. Some of the top Flipkart competitors in the industry include the following;

- **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.

- **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.

- **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.

- **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

- **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.

- **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.

- **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.

- **Focused online stores-** There are many stores which are focused on a single strategy which are direct Flipkart competitors. Some of them include the likes of Industry buying (industrial material) or homeshop18 (home appliances). Such focused online stores take away the market share of such products from the massive online portals like Flipkart. Although they are small in size, the focused approach helps in turnover for these portals. Currently many of the business units around, both local and regional are embracing online stores as the ideal approach to shopping and making payments. Several online stores are beginning to come up with measures that would ensure they offer intense competition to the relatively renowned e-retailers as a way of acquiring a market share for the services they provide. Online stores such as Lifestyle, Zara and others are coming up with their own platforms that form the basis for online shopping. It, therefore, follows that consumers will have the preference buying from these online stores rather than buying from an e-commerce portal.

CHAPTER IV

CUSTOMER ANALYSIS

CUSTOMERS' PREFERENCE TOWARDS FLIPKART

4.1 INTRODUCTION

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

4.2 CUSTOMER

Customers are a company's most important resource. A strong and loyal customer base means increased sales and better output. Building customer relationships is very important for business growth. For this, you need to know and understand your customer's needs and buying behaviour. This is at the core of every successful business. Once you understand your customer's behaviour, you can use it to attract potential customers, engage the existing customers and sell your products more effectively. Here are five important, yet little known facts about online shoppers.

FACTS ABOUT CUSTOMERS

1. They shop during lunch hours

People are most likely to shop online during their lunch hour. According to Infinite Analytics, an analytics company, 11 a.m. to 2 p.m. is the time when e-commerce websites witness the most traffic. The research also revealed that after 2 p.m., as evening approaches, the traffic starts to peter out. The least traffic is during the morning hours.

For sellers, this is good insight into customers' shopping behavior. If you are listing new products or employing product ads to promote your products: plan in advance to ensure that your products gain maximum visibility. This is also a strong indicator as to when to roll out the discount offers. Most e-commerce platforms trigger their discount sales to coincide with these timings. So, it is a good idea for sellers to participate in these campaigns to increase sales.

2. COD still holds sway

According to Ernst & Young, Cash on Delivery (COD), is one of the key growth drivers of e-commerce and accounts for 50% to 80% of online transactions in India. COD is a risk-free transaction for a customer who is still testing online shopping.

Many shy away from sharing their credit card or debit card information online. Also, slow Internet connectivity and complex online transaction processes can make the buying experience quite a task. COD makes people more comfortable about shopping in online stores. Payments are made only after the product has been delivered at the doorstep, thereby mitigating any risks of losing money.

3. It's all about discounts

Everyone loves a good deal. Discounts are one of the major factors that attract people to shop online. In fact, a recent study conducted by YourStory in collaboration with Kalaari Capital, revealed that 32% of Indian shoppers viewed a product catalogue online at least once a day. The study also indicated that there is a pattern where customers are making many impulsive and unplanned purchases based on what they like while browsing. The same study found that 74% of shoppers preferred shopping online because of discounts!

4. Your customer is most likely a woman

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

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

Types of customers

1. Discount Seekers and Deal Hunters

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

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

2. Surfers & Wandering Customers

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

3. Impulse Buyers & One-Time Buyer

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

4. Researchers

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

5. Loyal Customers

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

What influence the customer to buy from flipkart?

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

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

CUSTOMER RELATIONSHIP MANAGEMENT

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



Customer Relationship Management is the cornerstone of the Flipkart business model. In a market with several sellers selling generic products, the businesses have to be extremely differentiated. Flipkart has now adopted a marketplace model where it fulfils the order but gets the best offers from several suppliers. Thus, it has already made itself price competitive. But what Flipkart used to its advantage very early on in the business was establish a strong culture of putting the customer first and making delighting the customer its motto. In a scenario likes this, because of the respect and intent Flipkart shows its customer, people are often willing to pay more just to get their orders on promised time in the condition promised. All articles and interviews that cover Flipkart, commend its customer service approach making it the poster boy of Indian e-commerce.

A CUSTOMER CENTRIC APPROACH TO MANAGEMENT

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

4.3 What Is AIDA?

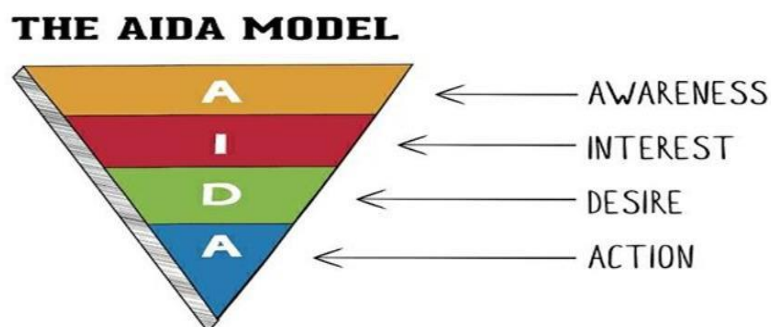
AIDA stands for Awareness – Interest – Desire – Action, which is also called Purchase Funnel. The model defines the process of customers when engaging with advertisements.

Awareness – the customer takes notice of the product through various marketing channels

Interest – the customer gets interested in the product

Desire – the customer moves from interest stage “to have it is better” to desire stage “I must have this.”

Action – the customer turns desire into action and purchase the product.



AIDA model in E-commerce business

Awareness

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

The following advice are :

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

Interest

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

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

Desire

The next step is driving their interest into desire.

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

CHAPTER – V

ACTUAL WORK DONE

AND FINDINGS

5.1 ACTUAL WORK DONE

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

BRIEF INTRODUCTION TO PACKAGING

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

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

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

Packaging guidelines

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

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

TYPE OF PACKAGING THAT ARE AVAILABLE IN FLIPKART ARE BELOW:

				
Carton Box	Security Bag	Flipkart Tapes	Fragile Packaging material	Cylindrical Rolls

- Every product should be packed to withstand rough handling and harsh weather conditions during transit.

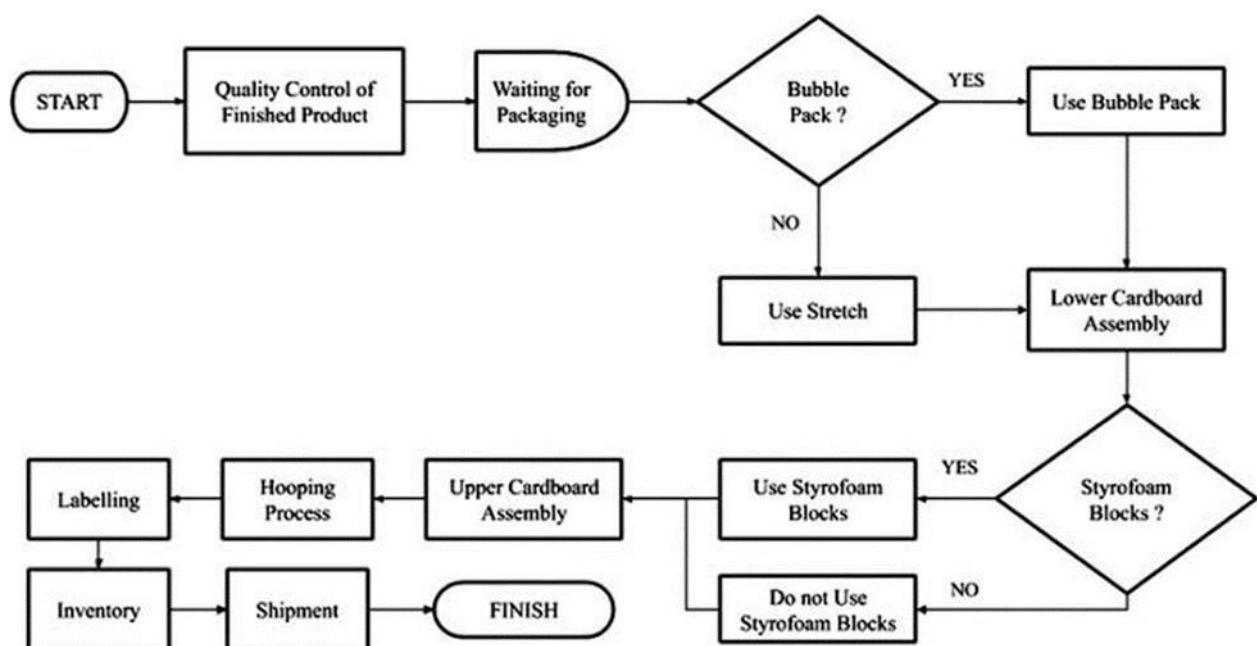
- Every package must contain a shipping label as it has the seller details & the customers shipping details. It should also contain the invoice for legal compliances.

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

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

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

FLOWCHART OF PACKING SYSTEM



After that I was shifted to the issue resolution team (IRT) of packing department in Flipkart. My work was to resolve the issues related to the packing department.

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

The issues were found regarding the opened tote, packing cancellation, orphan products. Opened totes – The totes in which the attached putlist is still opened due to some reasons. The reasons may be-

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

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

For solving these issues, a process was followed: -Step 1- To cancel the put list.

Step 2- Segregation of the products.

Step 3- Create new Put list for the products. Step 4- Put away by the putters in the inventory

ABC ANALYSIS

Most business organizations regard inventory management as one of the most humongous and daunting tasks. But inventory management is crucial for all business domains such as manufacturing, retail, e-commerce, logistics, and many more. It helps entrepreneurs to maintain optimum stock levels and avoid stock out situations.

One of the optimal techniques helping managers to optimize the inventory levels is ABC Analysis. The following article will run through a detailed discussion on its definition, the categories, the calculation methodology, and the benefits.

ABC Method of Inventory Control

It has become an indispensable part of a business and the ABC analysis is widely used for unfinished good, manufactured products, spare parts, components, finished items and assembly items. Under this method, the management divides the items into three categories A, B and C; where A is the most important item and C the least valuable.

ABC inventory analysis is based on the Pareto Principle. The Pareto Principle states that 80% of the sales volume are generated from the top 20% of the items. It means that the top 20% of the items will generate 80% of the revenue for the business. It is also known as the 80/20 rule.

This method is significant to identify the top category of inventory items that generate a high percentage of yearly consumption. It helps the managers to optimize the inventory levels and achieve efficient use of stock management resources.

Category of ABC Analysis

ABC Analysis is based on the theory that all inventory items cannot have similar or equal value. Hence, the three categories include-

A

Products included in category A are one of the most important stock items having the highest value. It is also the smallest category with minimal products.

B

It is basically a mid-level category in which the products of slightly higher value and less tightly controlled goods are recorded. Items included in category B are bigger in terms of volume but of less utility as compared to category A.

C

Typically, C is a general category that contains the largest volume of inventory goods having the least value in terms of generating business revenue. As such, these products need the simplest controls and minimum records.

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If one implements the Pareto Principle to ABC Analysis, then A consists of 20% of the total products with almost 80% revenue generation. Hence, it demands a robust and consistent control. B regulates approximately 30% of the goods with 15% revenue, while C has the lion's share controlling almost 50% of the stock but only powering 5% of the total revenue. Hence the stock managers are quite lenient while calculating this category of inventory.

Example of ABC Analysis

ABC calculation has been further illustrated through an example containing a few tables.

One can take the example of a Furniture Store.

Step 1: Multiply the total number of items by the cost of each unit to find the annual usage value.

Step 2: After noting all the products of the inventory, it's time to list them in the descending order based on annual consumption value.

Step 3: Sum up and add the total number of units sold and the annual consumption value.

Step 4: Find out the cumulative percentage of products sold along with the percentage of annual consumption value.

Step 5: In the last step, split the data and numbers into the three A, B, and C categories. Remember, it's essential to set the data in the ratio of 80:15:5.

	Products	Annual Number of Items Sold	Costs per unit	Annual Usage Value	Percentage of Annual Units Sold	Percentage of Annual Consumption Value
79%	Beds	5000	\$80	\$400,000	23.80	52.00
	Office Chairs	10,000	\$20	\$200,000	47.61	27.00
13%	Dining Table	700	\$50	\$35,000	3.33	5.06
	Chairs	1500	\$20	\$30,000	7.14	4.15
	Desks	700	\$40	\$28,000	3.33	4.03
8%	Coffee Tables	600	\$40	\$24,000	2.85	2.08
	Wardrobes	600	\$20	\$24,000	2.85	2.08
	Computer Cabinet	700	\$30	\$21,000	3.33	2.02
	Ottomans	500	\$30	\$15,000	2.38	1.05
	Book Cases	600	\$15	\$9,000	2.85	1.01
	Total	20,900		\$771,000		

■ A category ■ B category ■ C category

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Advantages of Implementing the ABC Method of Inventory Control

- This method helps businesses to maintain control over the costly items which have large amounts of capital invested in them.
- It provides a method to the madness of keeping track of all the inventory. Not only does it reduce unnecessary staff expenses but more importantly it ensures optimum levels of stock is maintained at all times.
- The ABC method makes sure that the stock turnover ratio is maintained at a comparatively higher level through a systematic control of inventories.
- The storage expenses are cut down considerably with this tool.
- There is provision to have enough C category stocks to be maintained without compromising on the more important items.

Disadvantages of using the ABC Analysis

- For this method to work and render successful results, there must be proper standardization in place for materials in the store.
- It requires a good system of coding of materials already in operation for this analysis to work.
- Since this analysis takes into consideration the monetary value of the items, it ignores other factors that may be more important for your business. Hence, this distinction is vital.

5.2 Findings

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

CHAPTER – VI

SUGGESTIONS AND

CONCLUSION

6.1 SUGGESTIONS

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

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

6.2 CONCLUSION:

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

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

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

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

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

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