





**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**

A

PROJECT REPORT

ON

A STUDY ON THE WORK DONE IN INBOUND RECEIVING

AT FLIPKART WAREHOUSE

SUBMITTED BY

KANCHAN KUMARI THAKUR

UNDER THE GUIDANCE OF

**PROF/DR. ANKITA AGARWAL**

PATIA, BHUBANESWAR -751024, ODISHA

## **CERTIFICATE**

This is to certify that Miss KANCHAN KUMARI THAKUR, pursuing MBA from **BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY AND MANAGEMENT STUDIES(BIITM)** has successfully completed the SIP REPORT titled “**A STUDY ON THE WORK DONE IN INBOUND RECEIVING IN FLIPKART WAREHOUSE**” from dt.02/09/2021 to 17/10/21 under guidance for partial fulfillment of requirement for the completion of the degree of Master of Business Administration for the session (2020-2022).

Date: -

signature of internal guide

Place: - Bhubaneswar

## INTERNSHIP CERTIFICATE



## **DECLARATION**

This is to certify that research study entitled **“A STUDY ON THE WORK DONE IN INBOUND RECEIVING IN FLIPKART WAREHOUSE”** is prepared by **Miss Kanchan Kumari Thakur** under guidance and supervision of **Prof/DR. Ankita Agrawal** during academic session of 2020-2022 as a partial fulfillment of MBA from **BIJU PATNAIK UNIVERSITY OF TECHNOLOGY** Bhubaneswar, Odisha. This has not formed before the basis for the award of any degree, diploma or any other similar titles.

Place: Bhubaneswar

Name- **KANCHAN KUMARI THAKUR**

Date:

Regd. No. - 2006258016

## **ACKNOWLEDGEMENT**

Finally, I graceful to all almighty, for the blessing showed upon me for the successful completion of my project.

I express my deep sense of gratitude and profound thank to my project internal training guide, **Prof/DR. Ankita Agrawal** for her constant encouragement and guidance throughout my project training report.

I express my deep sense of gratitude and profound thank to my project external training guide, **Moumon Dhar**, RDC Haringhata, Kolkata flipkart for her constant encouragement and guidance throughout my project training report.

I express my deep sense of gratitude Dr. P.K. Tripathy, Principal of BIJU PATANAIK INSTITUTE OF IT AND MANAGEMENT STUDIES, Bhubaneswar for his encouragement throughout the course of study.

I would like to express my sincere gratitude to the FLIPKART, RDC Haringhata KOLKATA, for allowing me to do this project in their organization and for their immense help and cooperation at every step of my project work. I would also like to thank my parents, staff member and my friends for their support and motivation in successful completion of this project

Place: -

Kanchan Kumari Thakur

Date:-

Registration No: - 2006258016

<b>TABLE OF CONTENTS:</b>	
<b>CH-1</b>	<b>INTRODUCTION</b>
	AboutFlipkart.com
	Objectives of Study
	Scope of Study
	Methodology
<b>CH-2</b>	<b>COMPANY PROFILE AND INDUSTRY ANALYSIS</b>
	Business model of Flipkart
	Flipkart's Warehouse Management System
	MARKETING MIX OF FLIPKART
	Flipkart's Customer Segments
	SWOT ANALYSIS
	Industry Analysis
	Pestel Analysis
<b>CH-3</b>	<b>COMPETITOR ANALYSIS</b>
<b>CH-4</b>	<b>CUSTOMER ANALYSIS</b>
	Introduction
	CUSTOMER
	AIDA model
<b>CH-6</b>	<b>ACTUAL WORK DONE AND FINDINGS</b>
	Actual work done

	Findings
<b>CH-7</b>	SUGGESTIONS AND CONCLUSIONS
	Suggestions
	Conclusion
	REFERENCES



# **CHAPTER- 1**

## **INTRODUCTION**

## **INTRODUCTION TO TOPIC**

### **ABOUT THE FLIPKART:**

**Flipkart**



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.

### **NEED FOR THE STUDY**

Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and deliver. A good marketer constantly adapts to change and to satisfying consumers need in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shop for goods and services and has

rapidly evolved into a global event. People are getting busy with their own work. In their busy schedule they don't find time for shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the net this paper is to analyze who the consumers are satisfied out of the online services.

## **OBJECTIVES OF THE STUDY**

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

## **SCOPE OF THE STUDY**

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

## **METHODOLOGY**

Types of Data:

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

**CHAPTER – II**  
**COMPANY PROFILE**  
**&INDUSTRY**  
**ANALYSIS**

## **COMPANY PROFILE**

### **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

## **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

## **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.

### **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,
- Iconic Capital 0.98 per cent,
- Temasek 0.29 per cent and
- UBS 0.19 per cent



## Company Structure of Flipkart

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

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

The operations team deals with Supply chain management; from procurement to warehouse management and customer support.

### Supplier Network:

Flipkart has a network of 500 plus distributors and only stocks frequently ordered items. Items with low demand elasticity, fast selling items which have a long shelf life are maintained in inventory. Whereas items with low and unpredictable demand are procured once the customers places the order.

### Warehouse Management:

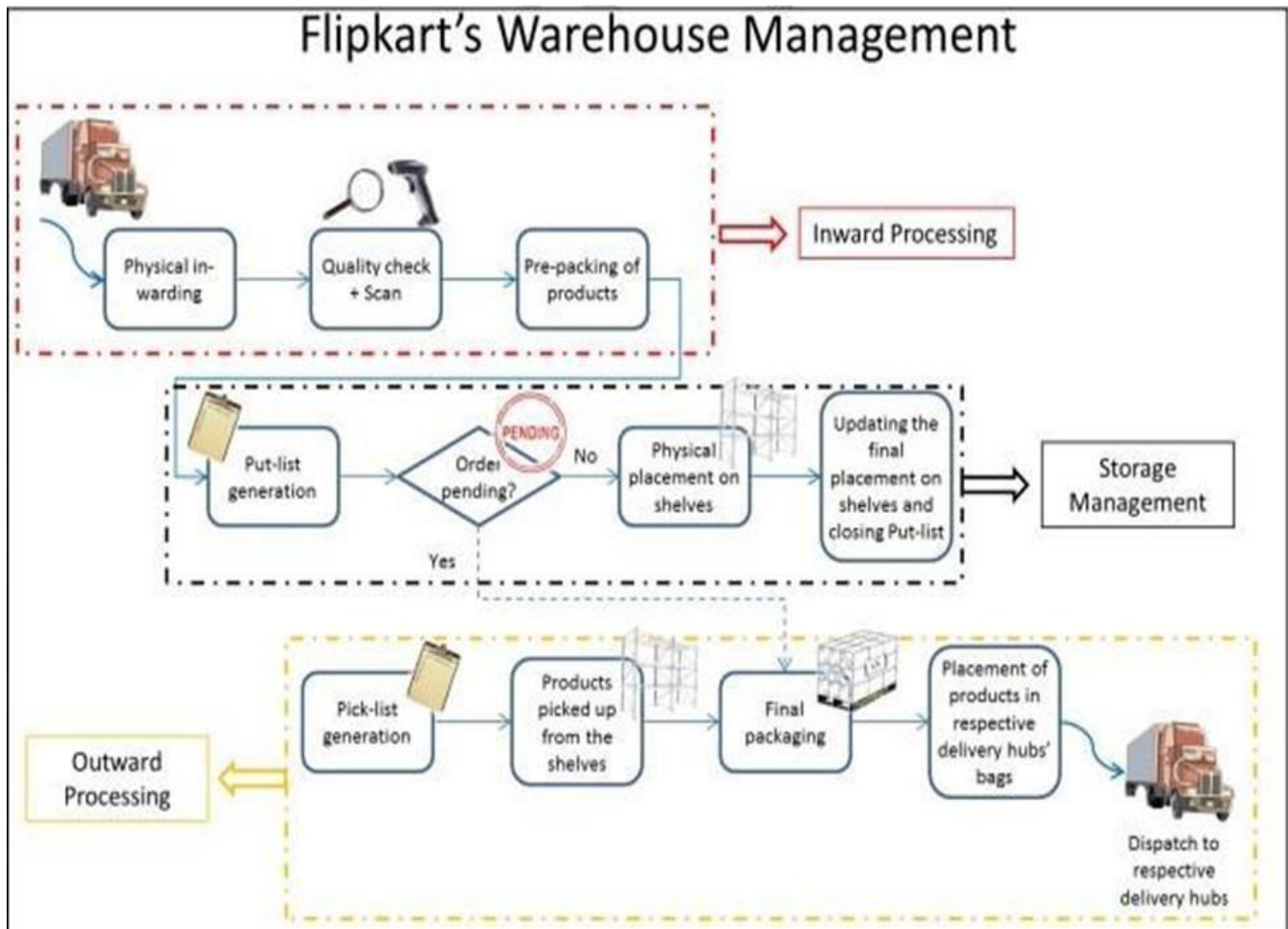
Flipkart has & major warehouse spread across the Metros like Mumbai, Delhi, Kolkata and Chennai and in the cities of Pune, Bangalore and Noida. They further have smaller regional distribution centers at over 500 locations. Company has tie-ups with more than 15 courier companies like Blue Dart, First Flight etc. to deliver their products and Indian post for areas where courier do not reach.

Flipkart's warehouse management has 3 major steps:

- Inward Processing
- Storage Management

- Outward Processing

## 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

- Physical in-warding:** This is the area where physical delivery of goods from suppliers to the warehouse is taken.
- 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.

- iii. 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:**

- i. 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.
- ii. 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.
- iii. 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.
- iv. Closing Put-list: Once the product placement is done, Put-list is updated with the actual placement information and the list is Closed.

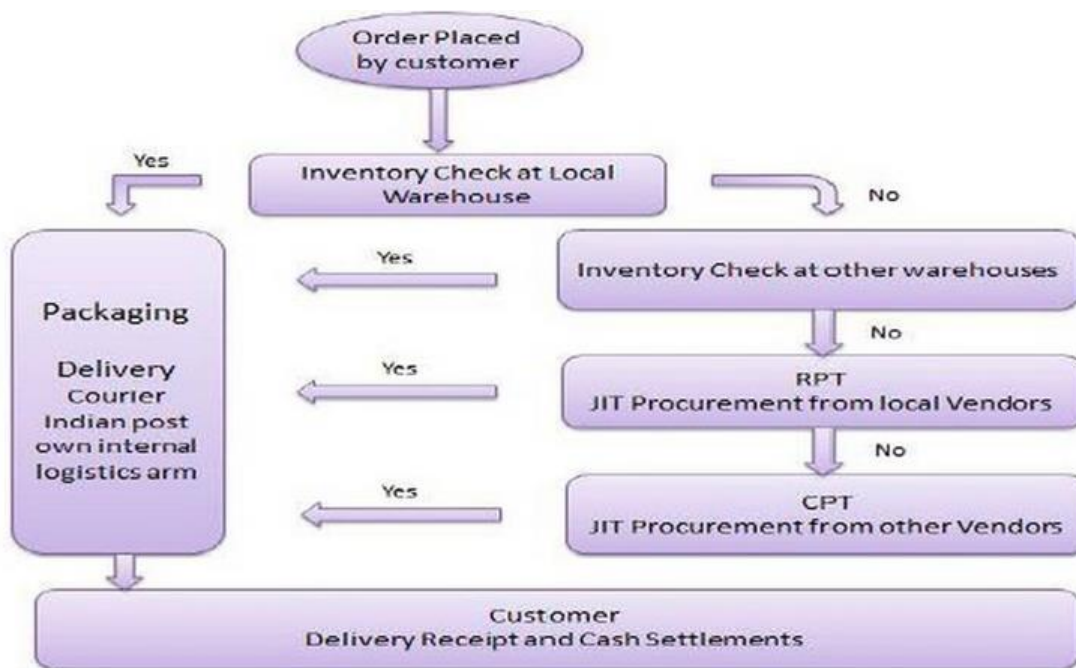
### **Outward Processing**

- i. Pick-list generation: Based on the orders to be delivered for the day, a Pick-list is generated by the IT system.
- ii. 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.
- iii. 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.

iv.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



### Business Analysis: -

### 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.

### **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 “Digi Flip”. 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 their 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.

### **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.

## **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 Centre to mother hubs. Mother hubs are located at the Centre of a 200 kilometers 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.

## **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

## **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.

## **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 centers, 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.

## **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.

## **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**

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.

## SWOT Analysis of Flipkart



SWOT Analysis of Flipkart focuses on Strengths, weaknesses, opportunities, and threats. Strength and Weaknesses are internal factors and Opportunities and Threats are the external factors that influence the SWOT Analysis of Flipkart.

### **Strength of Flipkart:**

- **Large Company:** Flipkart is India's largest e-commerce company, with a GMV (gross merchandise value) of \$1 billion.
- **Market Share:** Flipkart has a market share of 39.5%.
- **Financials:** Flipkart has annual revenue of 6.1 billion US Dollars.
- **Financial Support from Wal-Mart:** Flipkart has 77% stake in Wal-Mart a global retail giant. Whose Prior experience in the E-commerce industry aided the founders in strategizing and differentiating their business in a highly competitive market.
- **Acquisitions:** The Company's series of acquisitions, including chakpak.com, weread.com, Letsbuy.co, Mine360, and Myntra, has assisted the company in its expansion into the E-commerce space by leveraging the capabilities and existing resources of acquired companies.

- **High brand recall:** Flipkart has established itself as a renowned E-commerce company in India through television advertisements, online branding, and its presence on social media platforms. Brand activities such as the “Big billion day” have significantly increased the company’s brand recall.
- **Own Payment Gateway & Logistics Arm:** Having its own Logistics arm is advantageous. The company has been able to control its expenses through E-kart and the payment gateway Pay zippy. As a result, the benefits are passed on to the end users.
- **Exclusive and broad product range:** Having exclusive rights to launch some products, such as Motorola Mobiles, Xiaomi Mobiles, Oppo, Vivo, and personal designers’ segments in the garments category, has helped the company differentiate and localize its offerings.
- **Brand Portfolio:** Flipkart has built a strong portfolio of brands. The SWOT analysis of Flipkart clearly confirms this element. This organization’s brand portfolio can be extremely useful for them if they want to enter new product lines.
- **Launch New Products:** Highly regarded when it comes to launching the new products.
- **Good ROI:** Flipkart is relatively successful at the execution of new projects and it generates good profits through its existing business. Company is generating good Return on its investments.
- **Good Promotional Income:** Flipkart charge extra for promoting products of its seller. This model always is beneficial for the company.
- **Large Employee Base:** Flipkart has an employee base of 30,000+ employees.
- **Good Training and Development Programmed for its Employees:** High level personal skills can be acquired through training and development programmes. Flipkart is providing continuous training and development of its employees resulting in an enthusiastic and motivated team.

### **Weakness of Flipkart:**

- Flipkart spends a lot of money on marketing to increase and retain brand recognition, which is costly.

- Errors with the website.
- delayed delivery
- Flipkart has a limited distribution channel reach, despite the fact that its logistics arm has kept costs low. This is a weakness for the company, because of the use of outsourcing, global giants such as Amazon and eBay are able to deliver their products to any location in the country. Flipkart, on the other hand, is still struggling in this area.

### **Opportunities of Flipkart:**

- **Business expansion:** By focusing on other emerging markets, a company can increase its revenues while also benefiting from economies of scale.
- **Expanding product categories:** This will increase their customer base while decreasing the cost of acquisition and customer switch.
- **The changing mentality of Indian customers:** As an increasing number of customers become more comfortable with online shopping, as well as an increase in the number of Internet users in India, there is tremendous opportunity in this industry.
- **Supply chain:** By optimizing their supply chain, they can compete with the other players and manage the sales that are lost as a result of not being able to make the product available due to delivery constraints.
- **Establishing operations in other developing economies:** Similar to Amazon, Flipkart can gradually begin to expand its operations outside of India and establish operations in other countries as well, which will aid in the growth of its revenues.

- **Consumer Behavior:** The new trends in consumer behavior will open up new opportunities for Flipkart. This has given a great opportunity for the organization to expand revenue streams and to diversify into new product categories.

### **Threats of Flipkart:**

- **Intense Competition:** There is fierce competition from global players such as Amazon and eBay, as well as local players such as Snapdeal and Shopclues, who are constantly attempting to take market share away from one another.
- **Government Regulations:** The government's regulations on issues such as foreign direct investment (FDI) in multi-brand retail have posed a significant barrier to the growth of the E-commerce industry in India.

## **INDUSTRY ANALYSIS**

The Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. India e-commerce sector is expected to reach US\$ 111.40 billion by 2025 from US\$ 46.20 billion in 2020, growing at a 19.24% CAGR, with grocery and fashion/apparel likely to be the key drivers of incremental growth. According to Forrester Research, Indian e-commerce sales rose by ~7-8% in 2020. The Indian online grocery market is estimated to reach US\$ 18.2 billion in 2024 from US \$1.9 billion in 2019, expanding at a CAGR of 57%. The India's e-commerce market is expected to reach US\$ 350 billion by 2030. By 2021, total e-commerce sales are expected to reach US\$ 67-84 billion from the US\$ 52.57 billion recorded in 2020.

According to NASSCOM, despite COVID-19 challenges/disruptions, India's e-commerce market continues to grow at 5%, with expected sales of US\$ 56.6 billion in 2021.

The Indian e-commerce sector is ranked 9th in cross-border growth in the world, according to Pioneer report. Indian e-commerce is projected to increase from 4% of the total food and grocery, apparel and

consumer electronics retail trade in 2020 to 8% by 2025. India's e-commerce orders volume increased by 36% in the last quarter of 2020, with the personal care, beauty and wellness (PCB&W) segment being the largest beneficiary. E-commerce sales in India were estimated to increase by only 7-8% in 2020, compared with 20% in China and the US. The e-commerce market is expected to touch the US\$ 84-billion mark in 2021 on the back of healthy growth in the Indian organized retail sector.

As most Indians have started shopping online rather than stepping outside their houses, the Indian e-commerce sector witnessed an increase. India's e-commerce festive sale season from October 15 to November 15 in 2020 recorded Rs. 58,000 crore (US\$ 8.3 billion) worth of gross sales for brands and sellers, up 65% from Rs. 35,000 crore (US\$ 5 billion) last year.

Much of the growth in the industry has been triggered by increasing internet and smartphone penetration. As of July 2021, the number of internet connections in India significantly increased to 784.59 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless. Online penetration of retail is expected to reach 10.7% by 2024 compared with 4.7% in 2019. Moreover, online shoppers in India are expected to reach 220 million by 2025. According to a report published by IAMAI and Kantar Research, India internet users are expected to reach 900 million by 2025 from ~622 million internet users in 2020, increasing at a CAGR of 45% until 2025.

As of October 11, 2021, the Government e-Marketplace (GeM) portal served 7.78 million orders worth Rs. 145,583 crore (US\$ 19.29 billion) to 54,962 buyers from 2.92 million registered sellers and service providers.

Through its Digital India campaign, the Government of India is aiming to create a trillion-dollar online economy by 2025. It has formed a new steering committee that will look after the development of a government-based e-commerce platform. The new committee, set up by the Commerce Ministry, will provide oversight on the policy for the Open Network for Digital Commerce (ONDC), which is an e-commerce platform that the government is backing for the development. The ONDC will serve as the infrastructure for setting up the final storefront, which will be similar to Flipkart and Amazon.

## **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's long-term viability and profitability are heavily influenced by political considerations. As a result of its international presence, the company's sensitivity to changes in political environments in other countries rises. In a changing international business world, diversifying systematic risks in a political setting is critical to success. The political atmosphere of a country is made up of various different elements. Flipkart.com must consider the following political concerns throughout the strategic planning phase.

### **Economic Factors:**

Economic factors like as foreign exchange/interest rates, labor market conditions, inflation, and saving rates, among others, are crucial for Flipkart com. to understand because they have an impact on the country's overall economic climate. With a complete understanding of the economic environment, Flipkart.com can anticipate the growth trajectory of industry and organization. In order to make educated decisions, Flipkart.com must consider the following economic factors.

### **Social Factors:**

Organizational culture is heavily influenced by cultural conventions, values, and trends. Flipkart com. can create effective marketing messages and achieve corporate objectives by studying demographic trends, power dynamics, customer purchasing habits, and shared values through a full PESTEL analysis. The data acquired through sociological and environmental investigations can be used by Flipkart's marketing department to target specific client groups and increase the appeal of given products to potential buyers. Flipkart.com must examine the following sociological issues when doing a macro- environmental analysis.

## **Technological Factors:**

Technology is the PESTEL study's fourth component. As a result of rapid technological innovation and growth over the world, the importance of understanding technological challenges during the strategic decision-making process has expanded. Flipkart.com can benefit from a thorough assessment of the technical environment by capturing technological trends and gaining specific commercial advantages like higher profitability, accelerated innovation, and improved operational efficiency.

## **Environmental Factors:**

As environmental awareness has developed and climatic conditions have altered, environmental analysis has become an important part of the PESTEL study. Environmental norms, laws, and regulations fluctuate depending on the market. Because of Flipkart.com international presence, these distinctions must be carefully considered in order to avoid adverse effects. A thorough environmental assessment is essential before entering a new market or launching a new product line.

## **Legal Factors:**

"Legal" is the sixth factor in a PESTEL analysis. Flipkart.com is unable to join a new area without first conducting extensive research into the market's legal and regulatory environment. A careful review of legal risks is necessary to avoid getting into significant legal trouble. Ignorance in this area can have negative consequences for Flipkart.com, such as a loss of competitive advantage due to intellectual property infringement and a tarnished organizational image due to violations of consumer, employee, and environmental protection rules.



# **CHAPTER – III**

## **COMPETITOR ANALYSIS**

## **COMPETITOR ANALYSIS**

● **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. 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.

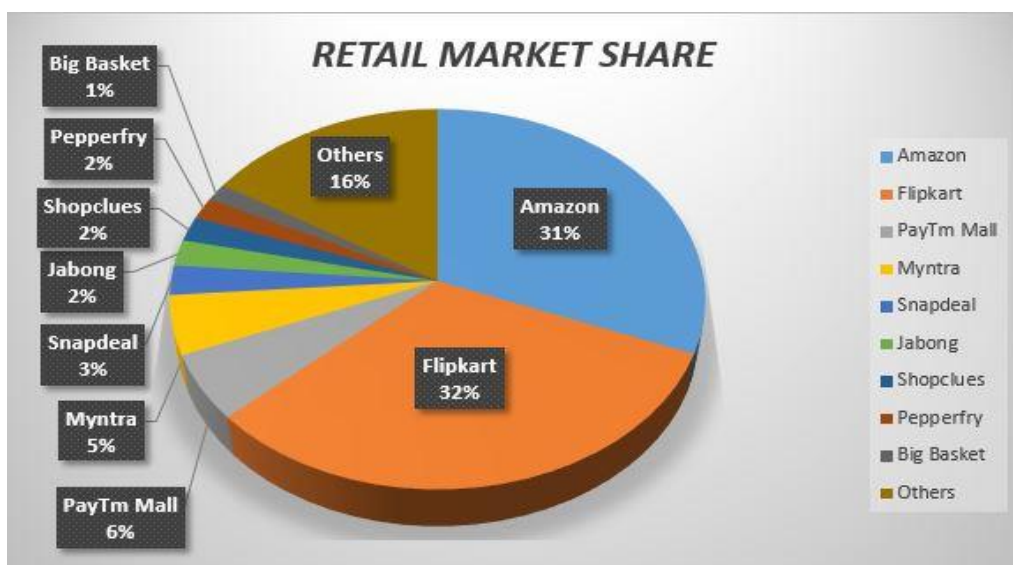
- **Paytm-** Paytm is an Indian-based online payment and e-commerce Company that offers allows the users to make payments upon purchase of a wide range of products including fashion items, electronics, home appliances and digital products among many more. Paytm is an abbreviation for Payment through 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.

- **Shop clues**- Shop clues 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. Shop clues 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.



## Top 5 Online Comparison in India compared

### Basic Comparison

	Flipkart	Amazon India	eBay India	Snapdeal	ShopClues
<b>Launched In</b>	April 2013	June 2013	2005	2010	2011
<b>No. of Sellers/ Merchants</b>	30,000+	16,000+	30,000+	100,000+	100,000+
<b>No. of Listed Products</b>	20 Million+	19 Million+	1.5 Million+	1 Million+	16 Million+
<b>Product Categories Offered</b>	70 (Structured)	13 Departments (Structured)	30+ (Structured)	500 (Unstructured)	5000 (Unstructured)
<b>Most Popular Categories</b>	Apparel & footwear, Home decor, Mobile accessories	Books, Consumer electronics, Baby products	Collectibles and Apparels	Lifestyle and Electronics	Home & kitchen, Apparel, Small electronics

Although eBay is the oldest player in the Indian market among the ones that we are looking at, it is Flipkart and Amazon that are the most popular marketplaces in terms of the number of sellers. A common trend can be seen while analyzing the most popular product categories – apparel, footwear, mobile and consumer electronics seem to be the most sought-after products in the Indian marketplace.

### Pricing

	Flipkart	Amazon Indian	eBay India	Snapdeal	ShopClues
<b>Subscription Fee</b>	Free	INR 499/month	INR 499/month (For basic store)	Free	Free
<b>Listing Fee</b>	Free	INR 10/Sale	Free for the first 100 products	Free	Free
<b>Payment Gateway Fee</b>	None	None	4.5% PaisaPay Fee + 12.36% Service Tax	None	None
<b>Commission (Depends upon product category)</b>	4 - 20%	5 - 15%	1 - 7%	4 - 20%	4 - 20%
<b>Payout Period</b>	Dispatch Date + 7 business days for tier 1 sellers	7 days	Upon customer confirmation	Dispatch Date + 3 weeks	Every Wednesday for all orders completed before Monday

Flipkart, Snapdeal and Shop clues do not ask for subscription, listing or payment gateway fees. While eBay looks expensive as compared to its competitors, it makes up for this by offering really low commission rates on sales.

### Logistics

	Flipkart	Amazon India	eBay India	Snapdeal	ShopClues
<b>Allows Self-Shipping?</b>	No	Yes	Yes	No	No
<b>Provides Shipping Assistance?</b>	Yes, eKart	Yes, Fulfillment by Amazon	Yes, Powership	Yes	Yes
<b>Cost of Shipping (approx.)</b>	INR 35/500g	INR 40 - 45/500g + 1% of item value	INR 40 - 49/500g	INR 40 - 45/500g	INR 40 - 45/500g
<b>Provides Packaging?</b>	No	Only for FBA	Only for Powership	Yes	Yes
<b>Cost of Packaging</b>	NA	NA	NA	INR 3/Order	INR 3 - 9/Order

All the marketplaces that we are considering offer shipping assistance, although only Amazon and eBay allow self-shipping. While Flipkart does not offer packaging assistance, its shipping charges are slightly lower than the rest of the competition.

### Miscellaneous

	Flipkart	Amazon	eBay	Snapdeal	ShopClues
<b>m-Commerce Reach</b>	70% of total traffic through mobile	Not Revealed	Not Revealed	65% of total traffic through mobile	40% of total traffic through mobile
<b>Social Media Presence</b>	4,500,000+ Facebook Likes 2,60,000+ Twitter followers	4,600,000+ Facebook Likes 3000+ Twitter followers	8,00,000+ Facebook Likes 75,000+ Twitter followers	3,000,000+ Facebook Likes 1,10,000+ Twitter followers	2,400,000+ Facebook Likes 10,000+ Twitter followers

Flipkart seems to be running the game when it comes to social media presence an m-commerce. With m-commerce slated to be the future of online retail in India, these numbers become extremely important

# **CHAPTER IV**

## **CUSTOMER ANALYSIS**

# **CUSTOMERS' PREFERENCE TOWARDS FLIPKART**

## **INTRODUCTION**

“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”. 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.

## **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**

- 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.



- 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. COD makes people more comfortable about shopping in online stores as Payments are made only after the product has been delivered at the doorstep, thereby mitigating any risks of losing money.

- It's all about discounts

Everyone loves a good deal. Discounts are one of the major factors that attract people to shop online. Infact, a recent study 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!

- 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
- 24x7 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 like 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 skeptical 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.

## What Is AIDA?

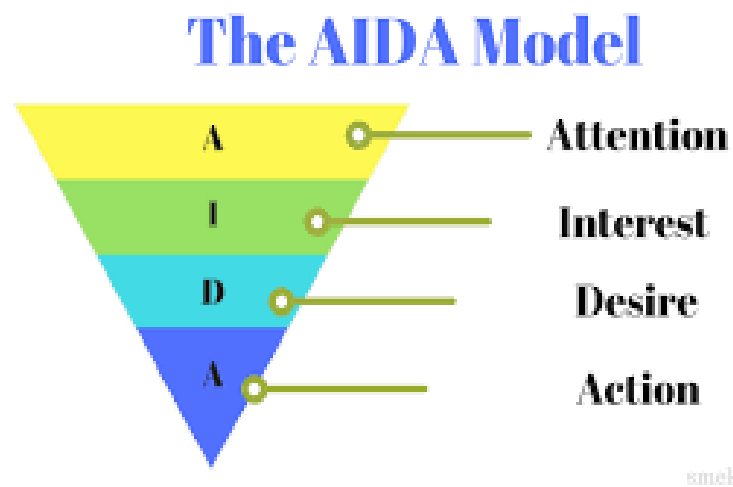
AIDA stands for Awareness – Interest – Desire – Action, which is also called Purchase Funnel. The model defines the process of customers when engaging with advertisements.

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 show 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**

## **Actual work done during the internship period:**

Storing inventory might seem like a simple process — you order products from your supplier, get it delivered to a warehouse, and place the items on a warehouse rack.

In reality, it's a comprehensive process that must be done right to set fulfillment operations up for success.

How a business receives inventory at a warehouse will impact other areas of the retail supply chain, including inventory management, picking, packing, and shipping. That's not to say that it can't be simple when you're first starting out, but as your business grows, the warehouse receiving process can get messy pretty easily.

A poor warehouse receiving process can lead to stock control issues and higher operational costs.

### **What is warehouse receiving?**

Warehouse receiving is the first step of the ecommerce fulfillment process and refers to the process of delivering, unloading, and storing ecommerce inventory in a warehouse or fulfillment center. A well-established warehouse receiving process can help make inventory management and fulfillment easier, cost-effective, and more efficient.

### **The standard warehouse receiving process**

Warehouse receiving is not simply a matter of purchasing inventory and having it delivered to your warehouse; rather, it involves several key steps that must be done right to ensure the right items and quantity are being delivered and stored correctly. Here is an overview of a standard warehouse receiving process.



## 1. Create proper documentation and then send your inventory

Before inventory is ordered and delivered, a business owner must complete pre-receiving tasks before sending inventory to a warehouse.

During this stage, the business owner decides how much of each item will be shipped in how many containers, as well as determine packaging requirements for each items (e.g., labeling criteria, the number of packages loaded per pallet, and acceptable package sizes and weights).

If you partner with a third-party company (3PL), you will want to check their pre-receiving requirements as most of them have their own process for how to send inventory to their warehouse(s) and often steps you must complete before you send them your inventory.

In most cases, you will need to fill out a Warehouse Receiving Order (WRO) label and attach it to each shipment with the barcode visible. This makes it easy to scan the shipment using a warehouse management system (WMS) to pull up data on the order and make sure the receiving inventory is accurate and stored in the right place.

## 2. Receive and unload stock

If you manage a warehouse, the next step is to have warehouse receiving staff meet the shipper at a loading dock and unload the necessary cargo. Receiving staff should be standing by to discuss questions or concerns regarding the shipment with the delivery driver.

Ideally, truck beds should be packed back-to-front in the reverse order of the delivery schedule so that warehouse workers can unload their inventory immediately without having to move another other cargo in the way.

Depending on the size and volume of the cargo, unloading sometimes requires heavy lifting equipment such as forklifts and pallet jacks.

### 3. Count and confirm inventory

As the cargo is being unloaded, the warehouse staff checks the contents of each delivery, including the quantity, the integrity of seals, the product codes/SKUs, and the overall condition of the cargo to ensure that what's in the boxes matches what is listed on the WRO and is expected to arrive.

Stock counting and inspection can be time-consuming. To avoid hours at the loading dock, some merchants require warehouse staff to count boxes or pallets, rather than individual items, or choose to perform periodic random inspections. Or, you can use an inventory scanner system to automate this process, or leave it up to a 3PL to take care of.

### 4. Store and file product

Once all inventory is unloaded and inspected, the final step in the warehouse receiving process is organizing and storing new inventory in the warehouse.

This step looks different for each business, depending on the type of warehouse, the quantity and size of their items, and whether a business relies on a 3PL partner for inventory storage.

Depending on the size and quantity of products, inventory can be stored either on a pallet, a shelf, or a bin. If you partner with a 3PL, it's up to their fulfillment staff to store your inventory in the most efficient and cost-effective way to save you on carrying costs.

## **FINDINGS**

- During this Internship, it is observed that there is a lot of communication gaps between the employees and the supervisor.
- Sometimes because of server issue there is a disruption in the continuation of the work.
- Here the work process is very fast because of which the employees who are new to the warehouse got confused and mistakes are happened.
- People management is very poor, as employees have to lift the heavy cartoons with them and drag it to their work station.
- As the entire organization depends upon the human resources which are not taken proper care of.
- Disparity between employees and supervisor.

# **CHAPTER – VI**

## **SUGGESTIONS AND**

## **CONCLUSION**

## **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.
- There should be a proper communication between the supervisor and the employees so that the work can be done smoothly.
- There are equipments which can transfer the consignment to the exact station where the employees have to receive but still employees are doing it by themselves which is very time consuming. The transfer vehicles should be present at every moment so that the consignment can reach to the employees without any delay and the work should be in a continuous process.
- As the work process is too fast, here the employees need to be trained first about the actual work they have to do in the warehouse.

## **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.

## **REFERENCES:**

1. "10 Best Supply Chain," <http://mhlnews.com>, December 3, 2003.
2. "Innovative Technique Supply Chain Management," [www.ehow.com](http://www.ehow.com), March 6, 2011
3. Flipkart Supply Chain Management from [Subscribed .com](http://Subscribed.com)
4. [www.wikipedia.com](http://www.wikipedia.com)
5. <http://opepiimraipur.blogspot.com/2011/12/best-practices-at-flipkart.html>
6. <http://www.scribd.com/doc/216780467/Flipkart-Supply-Chain-Management>
7. <http://www.nextbigwhat.com/flipkart-story-ecommerce-differentiator-297/>
8. [http://dhl.lookbookhq.com/ao\\_product\\_ecommerce/infographic\\_ecommerce-supply-chain-threekeyinsights?utm\\_source=Eloqua&utm\\_medium=EMail&utm\\_campaign=WelcomeseriesEmail19&utm\\_term=Welcomeseries1&utm\\_content=Nurturing&sfid=7012S000001F7hDQAS\\_r](http://dhl.lookbookhq.com/ao_product_ecommerce/infographic_ecommerce-supply-chain-threekeyinsights?utm_source=Eloqua&utm_medium=EMail&utm_campaign=WelcomeseriesEmail19&utm_term=Welcomeseries1&utm_content=Nurturing&sfid=7012S000001F7hDQAS_r)
9. [https://www.youtube.com/watch?v=3\\_MHpuixtOY](https://www.youtube.com/watch?v=3_MHpuixtOY)
10. <https://abrpl.azurewebsites.net/>

## **BIBLIOGRAPHY:**

- Flipkart Haringhata warehouse
- Wikipedia
- Economics time
- Business Standard
- Flipkart.com
- Startupdunia.com
- Hindustan Times
- Business Today



**THANK YOU**