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A

PROJECT REPORT

ON

**"A Study on Effective Warehouse Management in Flipkart."**

Flipkart

BY

**SOUMYARANJAN SAHOO**

UNDER THE GUIDANCE OF

**DR. GOVIND CHANDRA PANDA**

SUBMITTED TO

**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT**

**YEAR 2020-22**

# DECLARATION

This is to certify that Research study entitled **"A Study on Effective Warehouse Management in Flipkart."** is prepared by **Mr. SOUMYARANJAN SAHOO** under guidance and supervision of **DR. GOVIND CHANDRA PANDA** during Academic session of 2020-2022 as a partial fulfilment of M.B.A from **BIJU PATTNAIK UNIVERSITY OF TECHNOLOGY** Bhubaneswar, Odisha. This thesis has not formed before the basis for the award of any degree, diploma or any other similar titles.

**Place**: Bhubaneswar                         **SOUMYARANJAN SAHOO**
**Date:**

# CERTIFICATE

This is to certify that **Mr. SOUMYARANJAN SAHOO**, pursuing MBA 2020 from BIITM, Bhubaneswar bearing Regd. No. 2006258208 has successfully completed his dissertation report on **"A Study on Effective Warehouse Management in Flipkart."**under my guidance for partial fulfilment of his **Masters in Business Administration** for the session **(2020-2022).**

**Place**: Bhubaneswar                               **Signature of Internal Guide**
**Date**:

**LAUNCHPAD**
Internship Program

# CERTIFICATE
of Internship Completion

This certificate is awarded to

**Soumyaranjan Sahoo**

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

**Zoya Saif**
Director, Arcos

**Aasish Kumar Topno**
Director-HRBP, FC/MH

**Shahnawaz Khan**
Director-L&D, eKart

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# 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 supply chain activities of Flipkart help the company to be more efficient and competitive in the market. The supply chain of Flipkart has been described in this paper with the light of this concept.

Increasingly, supply chain management is being recognized as the management of key business system cost, inventory and cycle times while significant increasing stock availability and inventory turns. If these issues can be solved then, it will provide greater profits, improved customer service and competitive advantage to the company. Flipkart has been continually being benefitted by its outstanding supply chain management. It offers invincible (unbeaten) professionalism and expertise in the entire commercial activities of Flipkart as well as gaining comparative advantage over it competition and gaining more customer trust and share.

# ABBREVIATIONS

- DC :Distribution Centre
- IB: Inbound
- OB: Outbound
- RC: Return Centre
- 3PL: Third party Logistics
- DMT : Dock Management Tool
- WMS:  Warehouse Management System
- IRN: Invoice Receipt Note
- RTO :Return To Origin
- RT : Reach Truck
- FLO: Faster Leaner Organized
- ISC: Invoice Sanity Check
- QC :Quality Check
- DEO :Data Entry Operator
- HHD : Hand Held Device
- WID : Warehouse ID
- PO: Purchase Order
- GTL : Good Transfer List
- RVP: Reverse Process
- TTL : Task Transfer List

# CONTENTS

# The Retail industry in India

IndiaE-commerce has changed the way of doing business in India. The Indian e-commerce market isexpected to grow from US$ 38.5 billion by 2017 to US$ 200 billion by 2026. Much of thegrowth for the industry has been triggered by increased access to the Internet and smartphones.By September 2020, driven by the 'Digital India' programme, the number of internet connectionsin India increased significantly to 776.45 million. Of the total internet connections, 61% were inurban areas, of which 97% were wireless.The Indian online grocery market is projected to reach US$ 18.2 billion in 2024 from US$ 1.9 billion in 2019, growing at a CAGR of 57%. India's e-commerce order volume grew 36% in thelast quarter of 2020, with the personal care, beauty and wellness (PCB&W) segment being the biggest gainer.Driven by increasing smartphone penetration, 4G network launches and rising consumer wealth,the Indian e-commerce market is expected to grow from US$ 38.5 billion in 2017 to US$ 200 billion by 2026. Online retail sales in India are expected to grow by 31 per cent. Reached USD32.70 billion in 2018 led by Flipkart, Amazon India and Paytm Mall.In India, smartphone shipments reached 150 million units and 5G smartphone shipments crossed 4 million in 2020, driven by higher consumer demand post-lockdown.Most Internet retailers provide services, such as flexible payment methods, warranties forelectronic Goods and free home delivery. The prices of many players are very competitive withall the e-retailing players offering good deals on a variety of products to attract the customers.Players with a wide variety of products have managed to garner the highest value sales. InternetRetailing in India is divided into various formats, including vertical shopping, wherebyManufacturer retailer, also multi-product

Internet retailer, such as Future bazaar, Shoppers Stopshopping and compare. International companies were not allowed in India till 2010: Thegovernment has banned FDI in multi-brand retailing. However, in 2011 there was a ban Some ofthe major players including Amazon.com in the liberalized and forecast period are Expected toenter the Indian e-retailing ecosystem.

## About Flipkart.com

Flipkart is an Indian e-commerce company, the company focused on online book selling beforeexpanding in to other product such as fashion, consumer electronic, groceries, home essentials,and lifestyle products. It has also owns PhonePe mobile payments service based on UnifiedPayments Interface. It was founded in October 2007 by two IIT Delhi graduates Sachin Bansaland Binny Bansal, flipkart.com today India's largest online shopping website. Ten years later thee-commerce had 54 million user and 100,000 plus seller and had sold 261 million units. Started by a team of 2, Flipkart today employs 30,000 people with 46 million registered users. Withtechnology that enables 8 million shipments every month, 10 million daily page visits and 14state of the art warehouses, they are ranked amongst top 5 websites in India based on Alexaranking. Flipkart is the first billion dollar company in Indian e-commerce. Flipkart allow payment such as cash on delivery, credit or debit card transaction, net banking, e-gift voucherand also card swipe transaction on delivery.

# EXCLUSIVE PRODUCTS

Motorola Mobility, formerly owned by Google, but then sold to Lenovo. In an exclusive tie-upwith Flipkart and it launched its budget smartphone in India on 5 February 2014, over 20,000units were sold on Flipkart within hours of its launch. After this flipkart has to continue its partnership for long termsell its devices in India, even as it's Chinese rival Xiaomi launch hissmartphone Xiaomi mi3 in India The first batch was sold on 22 July 2014 in 39 minutes, thesecond on 29 July 2014 in 5 seconds. The sale had proceeded on pre-registration where over150,000 buyers were registered for the 5 August sale.On September 2, 2014, Flipkart organizeda flash sale of Xiaomi redmi 1s budget android the smartphone which was launched in India inJuly 2014. 40,000 units were priced at Rs 5999sold out within seconds.

## OVER VIEW ABOUT E-COMMERCE

Full form of E-commerce is electronic commerce. In its simplest form, electronic commerce means that business transactions are being handled electronically. In a more elaborate definition of concept there is a game to see who can create the quickest, highest quality and the most exiting venture of conduction business. In fact major growth in electronic commerce is and will be in business to business electronic process. There are many E-commerce sites which are the medium of communication to perform the business. These websites are called custom developed software. These sites of software are dived into three parts-storefront, the manager, and logistics. The storefront what is a visitor to the sites gets to see. Logistics deals with consolidating the individual orders, tracking delivery and so on. The manager mangers the whole package including MIS. Orders placed during the day get consolidated at one place-the logistics module of the software. This is currently processed two to three times a day. Orders get consolidated according to vendor or distributor from whom the material is picked

up. Logistic operator, who picks up the ordered items in bulk form the respective vendor's godowns, also receives the order statement along with the packing list for individual orders. He then breaks the lot up and makes packages according to each individual order. Blue dart picks up the packages each day at 8 p.m. for delivery. There are four functions of E-commerce.

They are:

- ➢ Communication
- ➢ Process Management
- ➢ Service Management
- ➢ Transaction Capabilities

The communication function is basically the delivery of information and or documents to facilitate business transaction. Email is an example. The process management includes process improvement functions, which covers the automation and improvement of business processes networking two computers together so that they could share and transfer data rather than have a person to take data from one machine to another. Service management is the application of technology to improve the quality of service federal express website is an example of service management. It permits customers to track shipments and schedule pick-ups 24 hours a day world-wide without having to talk to a customer service representative. There are three types of E-commerce. They are inter-organizational intra-organizational and retail. Inter-organization electronics commerce is between different business entities. It could be on the Ethernet or an extranet which just lets a selected few participate intra- organizational electronic commerce occurs within a business entity. The goal is to link the constituents together and increase the flow of information within the organization. Retail electronic commerce as the name implies, is directed at the consumer. It can be used for any business to consumer interaction. Electronic commerce, commonly known as ecommerce, is

a type of industry where buying and selling of product or service is conducted over electronic systems such as the Internet and other computer networks. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices social media, and telephones as well. Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions.

E-commerce can be divided into:

- o E-tailing or "virtual storefronts" on websites with online catalogs , sometimes gathered into a "virtual mall"
- o The gathering and use of demographic data through Web contacts and social media
- o Electronic Data Interchange (EDI), the business-to-business exchange of data
- o E-mail and fax and their use as media for reaching prospective and established customers (for example, with newsletters)
- o Business-to-business buying and selling.

As a result of globalization: the idea that firms are linked in a networked supply chain is more and more established and accordingly appreciated. This strategic viewpoint has created the challenge of coordinating the entire supply chain more effectively and efficiently, from upstream to downstream activities. While supply chains have existed ever since businesses have been organized to bring products and services to

customers, the motion of supply chain management, is a relatively recent branch of management.

## INDUSTRY ANALYSIS

**Introduction:**

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US$ 111.40 billion by 2025 from US$ 46.2 billion as of 2020. By 2030, it is expected to reach US$ 350 billion.By 202 1, total e-commerce sales are expected to reach US$ 67-84 billion from the US$ 52.57 billion recorded in 2020.India's e-commerce market is expected to reach US$ 111 billion by 2024 and US$ 200 billion by 2026.

Much of the growth for the industry has been triggered by an increase in 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 connection s, ~61% connections were in urban areas, of which 97% connections were wireless.

Generally speaking the trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Easy access to internet has driven consumers to shop online. In fact, according to the University of California, L. Angeles communication policy (2001), online shopping is third most popular activity on the interne after email using and web browsing. Globally more than 627 million people have done online shopping so far. World's biggest online shoppers include Germans and British. Books, airline tickets/reservations, clothing/shoes videos/games and other electronic products are the most popular items purchased on the internet. (ACNielsen Report on Global Consumer Attitudes towards Online Shopping, 2007).

Through electronic marketing and internet communication, business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, pronation, customer services, customer feedback and so on. Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction. That is why online shopping is more convent and day by day increasing its popularity.

Not only benefits but also risk is associated with online shopping. Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Concerned authorities are devising policies to minimize the risk involved in e-business.

On the other hand e commerce has grown very fast because of many advantages associated with buying on internet because of lower transaction and search cost as compared to other types of shopping. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price. Therefore Marketers have carefully analysed the consumers' attitude and behaviour towards the online shopping and spend huge money to facilitate all the demographics of online shoppers.

Consumers' attitude towards online shopping refers to their psychological state in terms of making purchases over the Internet. Online buying behaviour process refers to the products purchased online. The process of online buying behaviour consists of five steps and it is similar to traditional shopping behaviour. They refer to the internet to buy online and start to search for the information and look for all the alternatives and finally make a purchase which best fits to their needs. Before making final purchase consumers are bombarded

by several factors which limits or influence consumers for the final decision.

The main theme of the study is to know the factors that influence the consumers' attitudes and behaviours towards online shopping. Researchers will also focus on how consumers form such attitudes with the help of models and who are truly the online shoppers.

**Market Size:**

The Indian online grocery market is estimated to reach US$ 18.2 billion in 2024 from US $1.9 billion in 2019, expanding at a CAGR of 57%. India's e-commerce orders volume increased by 36% in the last quarter of 2020, with the personal care, beauty and wellness (PCB&W) segment being the largest beneficiary. India's consumer digital economy is expected to become a US$ 800 billion market by 2030, growing from US$ 537.5 billion in 2020, driven by strong adoption of online services such as e-commerce and ed tech in the country.

According to Grant Thornton, e-commerce in India is expected to be worth US$ 188 billion by 2025. With a turnover of $50 billion in 2020, India became the eighth-largest market for e-commerce, trailing France and a position ahead of Canada. According to NASSCOM, despite COVID-19 challenges/disruptions, India's e-commerce market continues to grow at 5%, with expected sales of US$ 56.6 billion in 2021.

Propelled by rising smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion in 2017. Online retail sales in India is expected to grow 31% to touch US$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

After China and the US, India had the third-largest online shopper base of 140 million in 2020. Indian consumers are increasingly adopting 5G smartphones even before roll out of the next-gen mobile broadband technology in the country. Smartphone shipments reached 150 million units and 5G smartphone shipments crossed 4 million in 2020, driven by high consumer demand post-lockdown. 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. In October 2021, the e-commerce sales reached US$ 4.6 billion, supported by the festival season in India.

## Investments/ Developments:

Some of the major developments in the Indian e-commerce sector are as follows:

- In September 2021, CARS24, India's leading used car e-commerce platform, has raised US$ 450 million in funding, comprising a US$ 340 million Series F equity round and US$ 110 million in debt from various financial institutions.
- In September 2021, Amazon launched Prime Video Channels in India. Prime Video Channels will give Prime members a seamless experience and access to a variety of popular video streaming services.
- In September 2021, Bikayi, a mobile commerce enabler, raised US$ 10.8 million in a Series a funding round, led by Sequoia Capital India.
- Flipkart, India's e-commerce powerhouse announced in July 2021 that it has raised US$ 3.6 billion in new funding from various sources including sovereign funds, private equities and Walmart (parent company).

- In June 2021, Flipkart added a new fulfilment centre (FC) in Dankuni, West Bengal. The FC is spread over 2.2 lakh sq. ft. and has a potential to create ~3,500 direct jobs.
- In June 2021, Grofers, the grocery delivery start-up, reportedly entered the unicorn club, after raising US$ 120 million from Zomato, the food delivery platform.
- In June 2021, MasterCard invested an undisclosed amount in Instamojo, a payments firm, to help digitise online stores and process their payments more seamlessly.
- In May 2021, Amazon introduced a video streaming service within its shopping app called MiniTV for users in India. MiniTV features web series, comedy shows and content on tech news, food, beauty and fashion.
- In May 2021, Flipkart strengthened its grocery infrastructure to cater to customer safety and demand across India. In this quarter, it is planning to further expand its fulfilment centre capacity for grocery by over 8 lakh square feet across Delhi, Kolkata, Chennai, Coimbatore and Hyderabad.
- In May 2021, Flipkart announced that it is in talks with sovereign funds, private equity majors and other investors to raise up to US$ 2 billion at a valuation of US$ 30 billion.
- In April 2021, Flipkart announced a commercial alliance with Adani Group to improve the company's logistics and data centre capabilities and create about 2,500 direct jobs.
- In April 2021, Flipkart announced to acquire Cleartrip, an online travel technology firm. Flipkart announced to purchase 100% shareholding of Cleartrip as the company expands its investments to broaden its digital commerce offerings for customers.
- In April 2021, Kirana commerce platform Elastic Run raised US$ 75 million in a round led by existing investors—Avataar Venture Partners and Prosus Ventures.
- In March 2021, Amazon acquired Bengaluru-based retail tech start-up Perpule for Rs. 107.6 crore (US$ 14.5 million).

- In March 2021, Purplle, an online beauty store, raised US$ 45 million from Sequoia Capital India, Verlinvest, Blume Ventures and JSW Ventures.
- In March 2021, Captain Fresh, a B2B marketplace for seafood, raised US$ 3 million in seed capital led by Matrix Partners India and Ankur Capital.
- In March 2021, the Confederation of All India Traders (CAIT), which represents 80 million traders and 40,000 trader associations, announced the launch of a mobile app for its e-commerce portal, 'Bharat E-market'. The association aims to get more small traders to sell online easily through smartphones.

## Government initiatives:

Since 2014, the Government of India has announced various initiatives, namely Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support growth of E-commerce in the country. Some of the major initiatives taken by the Government to promote E-commerce in India are as follows:

- As of November 2, 2021, the Government e-Marketplace (GeM) portal served 7.96 million orders worth Rs. 1 52,315 crore (US$ 20.40 billion) to 55,433 buyers from 3.06 million registered sellers and service providers.
- 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.
- In a bid to systematise the onboarding process of retailers on e-commerce platforms, the Department for Promotion of Industry

and Internal Trade (DPIIT) is reportedly planning to utilise the Open Network for Digital Commerce (ONDC) to set protocols for cataloguing, vendor discovery and price discovery. The department aims to provide equal opportunities to all marketplace players to make optimum use of the e-commerce ecosystem in the larger interest of the country and its citizen.

➤ National Retail Policy: The government had identified five areas in its proposed national retail policy—ease of doing business, rationalisation of the licence process, digitisation of retail, focus on reforms and an open network for digital commerce—stating that offline retail and e-commerce need to be administered in an integral manner.

➤ The Consumer Protection (e-commerce) Rules 2020 notified by the Consumer Affairs Ministry in July directed e-commerce companies to display the country of origin alongside the product listings. In addition, the companies will also have to reveal parameters that go behind determining product listings on their platforms.

➤ Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019.

➤ Under the Digital India movement, Government launched various initiatives like Umang, Start-up India Portal, Bharat Interface for Money (BHIM) etc. to boost digitisation.

➤ In October 2020, Minister of Commerce and Industry, Mr. Piyush Goyal invited start-ups to register at public procurement portal, GeM, and offer goods and services to government organisations and PSUs.

➤ In October 2020, amending the equalisation levy rules of 2016, the government mandated foreign companies operating e-commerce platforms in India to have permanent account numbers (PAN). It imposed a 2% tax in the FY21 budget on the sale of

goods or delivery of services through a non-resident ecommerce operator.

- ➤ In order to increase the participation of foreign players in E-commerce, Indian Government hiked the limit of FDI in E-commerce marketplace model to up to 100% (in B2B models).
- ➤ Heavy investment made by the Government in rolling out fiber network for 5G will help boost E-commerce in India.

## Road Ahead:

The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. 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. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in E-commerce sector will also boost employment, increase revenues from export, increase tax collection by exchequers, and provide better products and services to customers in the long-term. Rise in smartphone usage is expected to rise 84% to reach 859 million by 2022.

E-retail market is expected to continue its strong growth - it registered a CAGR of over 35% to reach Rs. 1.8 trillion (US$ 25.75 billion) in FY20. Over the next five years, the Indian e-retail industry is projected to exceed ~300-350 million shoppers, propelling the online Gross Merchandise Value (GMV) to US$ 100-120 billion by 2025.

According to Bain & Company report, India's social commerce gross merchandise value (GMV) stood at ~US$ 2 billion in 2020. By 2025, it is expected to reach US$ 20 billion, with a potentially

monumental jump to US$ 70 billion by 2030, owing to high mobile usage.

# COMPANY ANALYSIS:

### About the founders of Flipkart.com

Sachin Bansal is the Chief Executive Officer (CEO) and Binny Bansal is the Chief Operating Officer (COO). They are the co-founders of Flipkart.com.They graduated from IIT-Delhi with a degree in Computer Engineering. They worked at Amazon.com in India before taking the entrepreneurial plunge with Flipkart.com.

### Funding:

- It was initially funded by SachinBansal and BinnyBansal themselves with 400000/
- Flipkart.com has since then raised two rounds of funding from venture capital funds Accel India (in 2009) and Tiger Global Management (up to the tune of US$10 million) (in 2010).
- Private equity firms Carlyle and General Atlantic are in talks to jointly invest about $150 million to $200 million in Flipkart.com, according to sources.

Things are easier said than done! To realize our dreams and that also in such a grand manner is really a tough task. It is among India's largest online retailers. It is an e-commerce company headquartered in Bangalore, Karnataka, India established in 5th September 2007 by Sachin Bansal and Binny Bansal. Flipkart.com started as an online bookstore, but has since diversified into media, consumer electronics, computers, healthcare and home appliances. Flipkart.com went live in 2007 with the objective of making books easily available to anyone who had internet access. With over 11.5 million book titles listed, 11 different categories, more than 2 million registered users and sale of 30000 items a day, Flipkart.com is one of the leading e-commerce players in the country. It offers path- breaking services like Cash on Delivery, a 30day replacement policy, EMI options, free shipping, Electronic wallet and 24x7 customer services. Flipkart.com has acquired social book discovery tool We Read from Lulu, a US-based on- demand publishing firm in December 2010. Launched by Bangalore-based startup Ugenie, We Read is a social book discovery engine that enables users to recommend and discover books, search for authors, rate and review books as well as share and network with other book lovers. Ugenie received $5 million in funding from Blue Run Ventures and Sierra Ventures in 2006 and was acquired by Lulu in August 2008. We Read's widget is available on Facebook, Orkut, Yahoo, MySpace and Hi5. It has registered 3 million readers and has 60 million books listed and users can also read some books online via We Reader. The We Read acquisition will give Flipkart.com a social recommendation platform for buyers to make informed decisions based on recommendations from people within their social network.

The founders of Flipkart have probably conquered the, dreams with the amazing success of Flipkart. Flipkart is something which has really opened up the Indian e-commerce market and that also in a big way. They both were solid coders and wanted to open a portal that compared different e-commerce websites, but there were hardly any

such sites in India and they decided to give birth to their awn e-commerce venture - Flipkart.com Thus was born Flipkart in Oct 2007 with an initial investment of 4 Lac (co-founders savings). It was never going to be easy since India has had badly past experiences with e-commerce trading. It was not an easy segment to break into, people were very particular in paying money for something which they had not seen and received. The trust was missing in the Indian customers, so what Flipkart had to do was to instill trust and faith in their customers. And they did exactly the same, will discuss more on how they did so later in the post. Flipkart began with selling books, since books are easy to procure, target market which reads books is in abundance, books provide more margin, are easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive, so the amount of money a customer has to spend M try out ones service for one time is very minimal. Flipkart sold only books for the first two years.

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

Flipkart.com announced its acquisition of digital media distribution firm, MIME360 (Manoramic International Media Exchange) in October 2011. With this acquisition, Flipkart.com will be able to utilize the advanced infrastructure of MIME360 for providing

access to a large selection of downloadable digital content which it will soon introduce. MIME360 was incubated at the Wharton Business School's Venture Initiation Program (VIP) by Sameer Nigam in 2008. In early 2009 Rahul Chari and Burzin Engineer joined as co-founders to incorporate MIME360. The unique distribution model brings together content owners and publishers on a common platform, enabling them to expand their market globally. The company works at addressing issues associated with scale, security and transparency that limit global distribution of digital media & entertainment content. At present, MIME360 has tie-ups with 50 content owners and 10 content publishers and currently has operations in Mumbai, India and Delaware, USA. Post the acquisition, the MIME360 distribution platform will stay totally independent and continue to service publisher and Accel Partners. According to the Internet and Mobile Association of India, Internet users in the country have crossed the 100-million mark, of which 17 million are online shoppers. It estimates that the number of Internet users in India will triple by 2015, as will the number of online shoppers. Flipkart.com is flying into the digital music download territory with its MP3 download service called Flyte. The online music download store will not only have to compete with music piracy websites and illegal Bit Torrent downloads but also with free Indian online music streaming services. Flyte, Flipkart.com's digital music store, provides DRM (Digital Rights Management) free MP3 files at prices starting from Rs 6 a song and Rs. 25 for an album. Users can listen to a 30second clip before making their purchase. Music purchase from Flyte is currently restricted to users in India only. Digital music is often a lot cheaper than physical CD purchases. For example, a music CD is priced at Rs. 160 on T-Series web store, whereas the MP3 for the same album is available for Rs. 54 on Flyte. Users have the option to either directly download their purchased files or use the Flyte Download Manager to simplify the download process. Each music file purchased from Flyte can be downloaded a maximum of four times. The Flyte Download Manager is a 4.3 MB download for

Windows and 6.3 MB for the Mac version. The advantage of the download manager is that it downloads multiple files in one click process. Flyte's collection includes music from 40 Indian and foreign languages and dialects across 28 genres. Flipkart.com have a mobile optimized site too, one of the very few in the Indian market. Flipkart Lite allows one to search & order all product lines available on the desktop site, i.e. books, mobiles, movies, music, games, cameras, & computers. However, the only payment option available is cash-on-delivery (C-o-D). Given that they are in a business that doesn't need immediate fulfillment, like flight tickets, it makes sense to avoid the payment challenge on mobile. The transaction process is fairly straightforward, barring a minor glitch here or there. The experience seems to be optimized for small-screen devices as it is clear from how they are treating the search box & search results clientele like Gaana.com, Saregama.com and In.com. Flipkart.com acquired Chakpak.com's digital catalogue in November 2011. Chakpak is an online community for Indian entertainment and Flipkart.com now has complete access to this content. Nitin Rajput, one of the founders of Chakpak has joined the Flipkart.com team, however, according to sources; Chakpak's other founder Gaurav Singh Kushwaha has left the company to work on a new venture. Chakpak's digital catalogue includes 40,000 filmographies, 10,000 movies and close to 50,000 ratings. Flipkart.com has acquired only the digital catalogue and not the website of Chakpak.com. Recently on February 2012, Flipkart.com Online Services Pvt. Ltd has also acquired Letsbuy.com, the country's second-largest online electronics retailer, for an undisclosed amount, the third purchase by the five-year-old company in the past two years. Letsbuy.com, which gets 5 million monthly visits, was started in 2009 by eTree Marketing Pvt. Ltd and sells items such as mobile phones, cameras, laptops and home appliances. The move reflects Flipkart.com's strategy of growing through acquisitions as e-commerce companies strive to become a one-stop shop for buyers and seek to boost their presence in a market that's expected to grow more than 10-

fold in the next few years. The acquisition also reiterates that e-commerce in India is likely to be dominated by cash-rich companies that can leverage their financial strength for scaling up and strengthening their position, analysts said. Flipkart.com and Letsbuy.com have common investors named Tiger Global.

Having started the company selling books, the intention for Flipkart.com has always been to become a website where you can find anything and everything, at a competitive price, easily delivered, brought together by a valuable, trustworthy customer experience. The launches of Mobiles, Games (consoles), Computers and Cameras are part of Flipkart.com's ongoing process by which they strive to provide their customers with an entirely wholesome shopping experience, where everything under the sun is available at their customer's fingertips. In terms of design, they bade farewell to their beloved orange and welcome in a sharp, some say more professional, yellow and blue motif along with a spiffy new logo - shopping kart, speedy delivery et al. They are now no longer just a book store, but a store which contains everything (constant work in progress), that is why they also now have a homepage, highlighting the big sellers in their various categories and the depth of Flipkart.com's online shopping experience. Feedback on the revamp is welcomed and will be embraced for the future. Flipkart.com is expanding at a rapid pace and they have come a long way. With this array of change, they would like to assure that their approach has not changed and they will continue to strive for excellence in the e-commerce domain and will stay constant over the years.

**PRODUCTS OFFERED BY Flipkart.com**: -

Flipkart.com started with selling books. In 2010 they added to their catalogue media (including music, movies and games) and mobile phones & accessories.

In 2011, the product launches included cameras, computers, pens & office supplies, computer accessories, home and kitchen appliances, personal care, health care, gaming consoles, audio players and televisions. Later, it also launched Flyte- the digital store, MP3 downloads and fragrances. In November 2011, Flipkart.com also launched a new Electronic Wallet feature that allow shoppers to purchase credit to their Flipkart.com account using credit or debit cards, and can subsequently be utilized to make purchases on the site, as and when required.

**SWOT ANALYSIS OF THE COMPANY:**

Strength:

- ❖ India's largest e-commerce business
- ❖ Flipkart has its own logistic
- ❖ Flipkart has subsidiaries like phonePe, 2GUD, and E-kart.
- ❖ Tie-ups with best brand like Xiaomi, Realme, Motorola, etc.

Weakness:

- ❖ Only limited area access, many sub urban and towns are not covered.
- ❖ Flipkart invests in a lot of advertisements to improve and maintain its brand awareness, which is expensive.
- ❖ Website failure
- ❖ Late delivery

Opportunity

- ❖ Growth in retail industries
- ❖ Great opportunity to expand its business
- ❖ Indian customer are attracting toward online shopping.
- ❖ Mobile application
- ❖ Global expansion

Threats

- ❖ Market competition with international players like Amazon & E-Bay
- ❖ Technology up gradation by competitor.
- ❖ Heavy traffic can hamper functioning websites.
- ❖ Business model can be imitated by big e commerce sites.

**COMPANY STRUCTURE:**

The entire organisational structure of Flipkart is organized in three broad teams as depicted below:

| Product and Technology | Business Development | Operations |
|---|---|---|
| <ul><li>Website management</li><li>ERP system</li></ul> | <ul><li>Vendor management</li><li>Sales management</li><li>Pricing strategies</li></ul> | <ul><li>Procurement</li><li>Warehouse</li><li>Logistics</li><li>Customer support</li></ul> |

**Product and Technology Team:**

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

**Business Development Team:**

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

**Operations Team:**

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

## PAYMENTS MODE AT FLIPKART.COM :-

Flipkart.com offers multiple methods to make payments for order. They are as follows: Credit Card & Debit Card (including American Express) Net Banking, E-Gift Voucher and Cash on Delivery. All Credit/Debit card details remain confidential and private. Flipkart.com uses SSL encryption technology to protect card information. There are absolutely no hidden charges when purchasing is made at Flipkart.com.

### SSL (Secure Sockets Layer):

It is the standard security technology which is used by Flipkart.com for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral. SSL is an industry standard and is used by millions of websites in the protection of their online transactions with their customers.SSL encryption is the ideal approach for protecting the web site, for those who uses it from unauthorized access to private information. Entrust SSL encryption software is the ideal choice for enabling this protection. With nearly all data security applications, Entrust file encryption software works independently. It does not require user intervention or remote assistance to effectively secure data transmission. Hence online security risk is reduced with Entrust SSL security products, thereby providing organization the reputable SSL encryption technology that automatically, and transparently, performs data encryption for the sensitive data files and folders.

### Cash on Delivery (C-o-D) Scheme:

Cash-on-Delivery (C-o-D) is an alternate method of purchasing from Flipkart.com, other than Online (By Credit/Debit card and Net banking). In the C-o-D payment terms, payment is done at the time of

the actual delivery, rather than paying in advance. The maximum order value for a C-o-D payment is Rs. 50,000. It is strictly a cash-only payment method. E- Gift Vouchers or Store Credit cannot be used for C-o-D orders. Foreign currency as payment against a C-o-D order is not accepted.

**Credit Card EMI Scheme**:

Flipkart.com Credit Card EMI scheme is a payment option available for all orders.

**Marketing Strategy:**

- ✓ Word of mouth advertising
- ✓ Customer satisfaction has been their best marketing medium.
- ✓ Flipkart wisely used SEO and Google Ad-words as the marketing tools tohave a wide reach in the online world
- ✓ Wider reach through advertising campaigns- mainly focused on TVCs.

Flipkart's leading marketing strategy focuses on every single touchpoint their customers are present at. It uses the majority of its budget on various digital channels involving both paid and organic marketing. Moreover, since India has recently experienced digital transformation, the efforts of Flipkart are paying off.

Flipkart also invests intensely in celebrity endorsement and influencer marketing. India is crazy over Bollywood and Flipkart uses this to raise awareness about their brand and to market their services. Ranbir Kapoor, Alia Bhatt, Varun Dhawan and Shraddha Kapoor have all been brand ambassadors who were predominantly featured in Flipkart's commercials and digital marketing campaigns.

**Some ad by Flipkart:**

*"No kidding. No worries."*

•Take online shopping to a wideraudience and cover the non-metro areas of the country.

•The TVCs stress on highlightingvital benefits of shopping onFlipkart.com

•The backdrop suggests thatFlipkart.com is the new place to shop from.

*"Granny & the Mouse"*

•First TVC for the e-commerce portal.

•"You don't need magic. Just

 log on towww.flipkart.com."

 "Shopping ka Naya Address"

 •Attempt to position Flipkart asa synonym for online shopping.

•The ad doesn't only plan toinspire the people to shop viaFlipkart, but is also promotingonline shopping as a whole

"Closet Full of Nothing"

•To promote its women's lifestyle category

•'When you have everything and still nothing to wear'

 •Targeted towards the internet savvy working woman, hard-pressed for time and familiar with online transactions

## 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 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. Some of the top Flipkart competitors in the industry include the following;

1) AMAZON:

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

A considerable part of its revenue is generated from the online sale of electronics and other related goods. It is also one of the most valuable brands in the world with approximately 400 million customers with active accounts globally. Amazon also offers its services through

mobile App and digital products like music and videos. It currently has over 370,000 employees worldwide. Amazon is the topmost Flipkart competitor due to its increasing market share.

2) 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.

3)ALIBABA:

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

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.

4)PAYTM:

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

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

5)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.

6)SHOPCLUES:

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

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

7) 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.

# CUSTOMER ANALYSIS:

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.

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.

A report commissioned by PE fund Everstone Capital reveals that women will make India 25% richer by 2025 by making a significant impact as consumers. For a seller, this means increased potential. Sellers can build a large and loyal consumer base by engaging women customers and selling products under women-specific categories.

With increased awareness on what influences your customer's buying decision, you can enhance the buying experience by meeting their expectations and needs. Understanding your customers can also help you identify risk factors that cause customer churn and implement measures to preempt it. Moreover, you can pinpoint all selling opportunities, enhance brand loyalty, reputation and acquire new customers through word-of-mouth marketing.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350 million, offering over 150 million products across 80+ categories.

**Analysis of project work based on actual work during internship period:**

**THE JOB AT A GLANCE**

The job that I was offered at FLIPKART (eKart) was the position of Intern as a Supply Chain Executive in Warehouse & Logistics Management. It was a 45 days long internship program. In warehouse department, all the team members had to work almost whole the week and sometimes 24/7 as e-commerce is the most interactive and challenging platform now-a-days, in this we had serve our customers hassle free shopping experience with in time limit. Like the team members, I also had to work 6 days and a day was week-off. They work on 5S strategy

1. SORT - Organization (Keeping only what is necessary and discard everything else)

2. SET IN ORDER - Orderliness (arrange and label only necessary items for easy use and

return by anyone)

3. SHINE - Cleanliness [keeping everything swept and clean for inspection (for safety &

preventative maintenance)]

4. STANDARDIZE - Standardized cleanup(the state that exists when the 1" 3-pillars or

"S's" are properly maintained)

5. SUSTAIN - Sustaining the discipline (making a habit of properly maintain correct

procedures)


**DUTIES AND RESPOSIBILTIES**

Stoke take-

This is a process performed by the Inventory management team to match the system quantity with the real inventory items.

Process -

The employee will get the task generated by the team manager and complete the task.

The task will appear in the HHD Device.

The employee has to take the task.

steps-

1. The employee has to go to the Location assigned by the system.

2. Scan the location with HHD device.

3. Count the items manually and put the items in the TOTE (basket).

4. By scanning each items the employee has to put back in the storage location.

5. Submit the task by counting the items.

**Variance task due to Stoke Take**-

When the system item quantity does not match with the real quantity the Variance task is generated by the management team.

The Variance task will appear in the yellow coloured task that the employee has to complete.

**Reason of the Variance-**

1. when the system know item is not present in the location variance comes.

2. Shortage of the item(s).

3. Excess of  item(s).

### Solving the Variance

When the Variance task is generated the employee with the help of the Management team has to solve the problem.

They search for the misplaced items from the near by locations and solve the Variance.

## GTL- GOODS TRANSFER LIST

This a task generated by the management team to manage the inventory.

When there is a need of space in the inventory the items are shifted to various place by this transfer list.

Also in order to relocate the same items product in the same or different locations this task is performed.

 Steps

1. Task will appear in the HHD.

2. Take two empty totes to the location.

3. Scan the source location.

4. By scanning each items put in the empty tote.

5. Take te items which are in the tote to the destination location.

6. scan the Location.

7. Scan the empty tote.

8. Scan each team individually put it on the destination location.

**Reconciliation:**

This is a process where the excess items which has been misplaced or fallen from the bin on the ground need to be placed perfectly in the system known places.

Process

The misplaced items has be traced in the whole inventory with 100 of locations and thousand of items.

The employee should go to each of the locations and count the each of the items and match the quantities with the system know quantities that list given by the management team.

When there is a shortage of the items counted carefully the excess item should be placed there.

**IRT- (Issue Resolution Team)**

This is a special team in the IMT group who are responsible for solving the issues faced and generated by the Picker while picking an item from the Inventory.

Reason of Issue -

When the Picker can not find a particular product or item on the picking location asks the help of the inventory management team by calling for an issue.

Process of Solving the Issues

1. The issue will appear to the management team.

2. The task will be assigned to an employee through his HHD device.

3. The employee has to complete the task within 10 to 15 minutes.

4. The employee has to rush to the issued location.

5. search for the product nearby.

6. When the product is found ; it should be solved in the system also.

7. The  misplaced item is now ready for pickup.

**Warehouse Management System:**

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

**Key feature of (WMS):**

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

Fulfilment optimization:

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

Receiving intelligence:

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

Random slotting:

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

## FIELD WORK
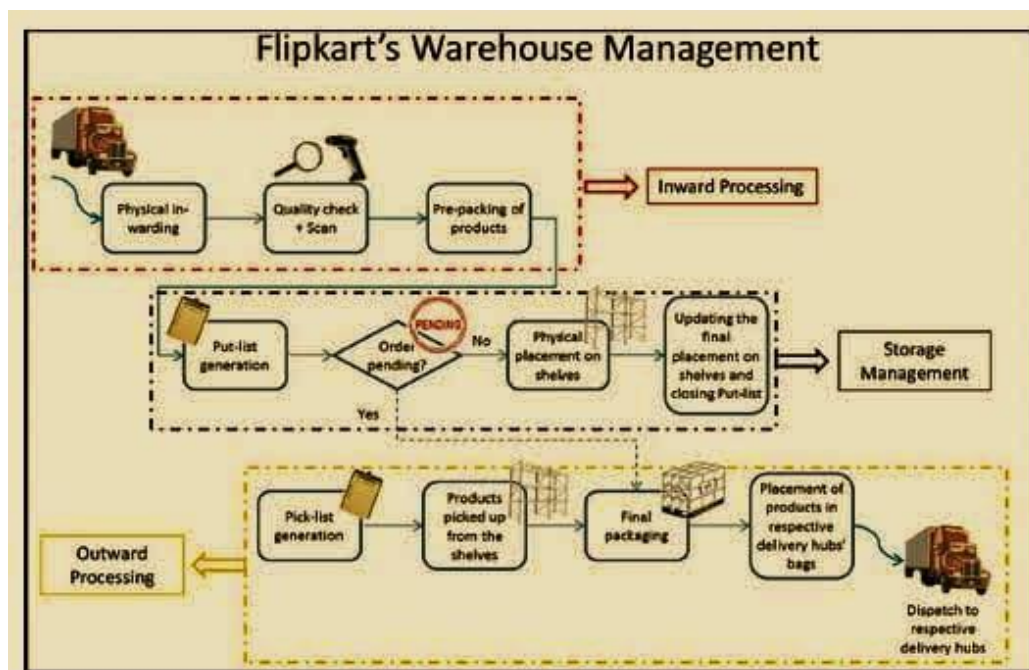


A) Inward processing
Invoice Sanity Check
It is the first process in flipkart it is a part of quality control (QC) check. The sellers' vehicle which report to the Distribution

Centre (DC) dock as per its projection. Here as a part of the process we have to check the invoice vendor name, address with the help of "flo website",invoice date, PO number and date, invoice number, buyer name, FSN number, Vendor Code, Description, HSN code, Quantity, amount also check the amount should be written in word is exact match with number. Also check invoice with authorized signature with seller's seal. If any information is missing from the invoice then we have to reject the invoice. All this are important because on the basis of invoice we are going to receive the product in our warehouse and amount pay to seller.

**IRN Creation**

It is the second process after invoice check for this we have to login in "flo website" after that we will click on procurement, which means inward of goods then we will go to consignment tab in consignment tab click on consignment handover, after this you will get tab where you have to type PO number then click on search after click on search we get Create IRN page now fill all the detail in IRN creation page with the help of invoice, the details are like, Invoice number &date, delivery type in this we have to select vendor delivery, Invoice line items in this we have to fill total serial no., invoice amount, total invoice quantity, invoice boxes, Gst invoice, mode of delivery after this we have to type PO and search once we have check the vendor name the click on supplier. After this all process we have to choose PO number which was given in invoice then click on Create IRN button, and then we get IRN ID like FIMD0l912516.

**IRN Receiving:**

This is the third process after IRN creation. For IRN receiving we have to select the warehouse which is Mumbai large, click on IRN tab

because it is receiving part hence we will select Receive IRN, now fill all the detail IRN ID & FSN then click on search we will get the product description with their image. When material handler are getting product they have to check the attributes like brand, model no, color, & MRP it is known as quality check. If any of the issue in attributes or mismatch the we have to select the reason like specification mismatch / damage etc. if all the attribute match the click on No issue and proceed with quantity the result we got the print WID and stick on product it will help them to relocate the product or assign the product to the specific location mapped.

## IRN Submission:

In this step we have to check whether the physical quantity matches with the invoice quantity or not which was captured in the IRN process. In procurement tab click on IRN and then find IRN, now we have to select date and your warehouse after this click on search button we will get all the information what you type at the time of IRN creation here we have to click on IRN number then we get IRN detail. In this firstly we have to print IRN barcode and paste on Invoice and upload the Invoice. After upload invoice see is any discrepancies or not if there have any discrepancies mention that which product not accepted and number of product after this all click on save button and then submit.

## Putlist Creation

This is the last process of inward. Here first select warehouse, then click on admin button in admin click on search inventory inward bulk area and select the date Select a day before and a day after then click on view inventory status button here we get product FSN, SKU, Package Id, WID, Product, Storage Zone, Quantity in putlist, Quantity for Putway, Bulk area, Updated by, Updated at, all this help for Putlist creation. Now we have to copy the WID and click on the inventory

button and select the create putlist screen, here we get putlist page in this page we will select the device, there are two options i.e. mobile and manual in this we use manual let's select because currently my process on desktop then next we select bulk type which was inward bulk after this select putlist type i.e. normal putlist. Finally we have copy paste the WID in the WID section and click on Add Quantity then click on Create Putlist button. After successfully creation of putlist we get putlist Id and now we will print the movement we print we see the detail of products. Now print inventory will be given to the team, it is their responsibility to go and putway.

### B) Outward Processing

Picklist generation to generate the picklist we need to log in to the Flow system and then select our warehouse. Now we will click on inventory button and select create store picklist, here we get to know how much order we have to process and this are the cut off time within which the product has to be picked and SBS has to be done. Now create the picklist and write the picker id on the picklist and give them print to select the product and complete the process till dispatch.

### In Scan

After dispatch we have to scan the product this should be done by DEO. For in-scan we have to select the warehouse and station then click on submit button. After this click on shipment in that select receive shipment. Now scan the product tracking Id and click on In-Scan button. This process helps to know the product status and the location. If the shipment type show " Forward" then we have to process it means product not cancel, if shipment type show "RTO" it means order should be cancel so, that product give to return department.

### Gate In

Get in process is done when loading or unloading of products we have to. So for gate in we have to select facility and vehicle no.

then click on submit button. Now, we get the vehicle's Gate In checklist. Here select the condition to be acceptable or unacceptable. After accepting all the condition Gate-In successfully done.

### C) Gate Out

Now we will see Gate-Out process, this process is done after the loading or Gate-In process. The Gate-Out processes same as Gate-In process. Firstly we have to select facility (Warehouse Code) then type vehicle number, Seal number, odometer and click on submit button. After submit we get seven digit consignment number, copy that consignment number and paste in consignment id and then on clicking search we get print pdf file in which one copy for driver and other for us as proof generally occurs. The PDF contains all the information of the product mentioning their quantity, brand, load type, weight etc. here we done with Gate Out successfully.

### D) Return Process

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

**Gate in**

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

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

## Detailed Product Verification

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

## Putlist Creation

This process is done to bring the product back to the inventory. For this process select our warehouse and then click on inventory button and the create putlist screen. At time of detail PV the return product transfer to External liquidation Non Damage Bulk so in select in bulk type External liquidation Non Damage Bulk then type product WSN and click on create putlist button and give the print to inventory department to keep that product at their location.

## Putlist Conformation

After successfully creation of putlist we will do putlist creation. When we create putlist we get a putlist id copy that id and paste in putlist id and click on find then give the location of the product where inventory   department keep that product. Here we did complete process of return.

# CHALLENGES FACED BY THE COMPANY AND MY SUGGESTIONS:

**Challenges Faced by the company**

1. Unpredictable Absenteeism

2. Frequent Server Down

3. Language barrier

4. Cheating in following  SOP

5. Favouritism of On-roll manager

**My Suggestions:**

 1. **Proper Training to the employees .**

 The training programme should be very clear and simple.

We had come across a situation where due to lack of proper training one employee had misprinted the WID of laptops on the shoes.

When the putter went for the putting of the shoes the system did not take the shoes as it contained the WID of the Laptops.

This way the company systematically faced 60lakhs of loss technically but not in real.

## 2. **Proper transportation Logistics should be taken care**

The company faced a huge loss once when there was an inter-warehouse transfer of smartphone the transportation team made mistakes in package the smartphones which got damaged by exposing to the rain water.

## 3. **Proper and pre-scheduling of Task**

Due to the lack of proper planning and preschedule of work the workers when reach the work station they kept waited for the work to be assigned for hours. This way the productivity of the inventory decreases a lot.

# CONCLUSION

The universe everyday is witnessing unimaginable growth in majority of the industries. The warehouse, logistics and freight (Hire charges & rental) industry is one such industry that rapidly growing. The

organization has enormous opportunities to grow beyond the expectations. Overall

Flipkart is a successful E.Com firm running with profits and changing itself with the trends. The organization now has the value of being an ultimate service for freight, transportation, warehousing, docking and value as per customer needs. The present scenario and the future of the organization with regard to the management are satisfactory. The supply chain of Flipkart has been described in this paper with light of most of the concepts. This internship reports explains the main activities carried out in the Flipkart. Concerning the objectives that had been proposed for the internship theme, some of them were fully achieved. One of the objectives of the internship was to develop the key performance indicators for the warehouse/logistic operator.

It was interesting to notice the optimizer during the internship that it covered broad aspects of the warehousing/transportation problems, namely; crew scheduling, vehicle scheduling, inventory management, docking and so on. Through this objective, it was noticed that how

Flipkart prioritized the client/customer satisfaction or classification in terms of the business volume. However, there are some areas where the company is not at the top-most position but it can gear up in the near future and is committed to acquire that spot.

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