



# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES



## Summer Internship Report 2021

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***INTERNAL GUIDE***

Dr. B.B. DAS  
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***EXTERNAL GUIDE***

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**Biju Patnaik Institute of Information  
Technology & Management Studies**

**SUMMER TRAINING PROJECT REPORT**  
**On**  
**Study on Flipkart's Supply Chain Management  
& Warehouse Management**

**Master in Business Administration  
(2020-2022)**



**SUBMITTED BY:  
SUSMITA PANDA  
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**UNDER THE SUPERVISION OF:**  
**Santosh Rakh**  
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**PROF. Dr. B.B. DAS**  
**Professor Marketing, BIITM**



## CERTIFICATE OF EXTERNAL GUIDE





### **CERTIFICATE OF FACULTY GUIDE**

This is to certify that the work incorporated in this project report “SCM & Warehouse Management” submitted by Susmita Panda is an original work and is completed under my supervision. Material obtained from other sources had been duly acknowledged in the project report.

**Prof. Dr.B.B Das**

**(Professor - marketing)**

**Place:** Bhubaneswar

**Date:**



## **ACKNOWLEDGEMENT**

The successful completion of this project report would not have been possible without the guidance of my faculties, colleagues and my Institute. I take this opportunity to thank them and all my well-wishers for their relentless encouragement and wholehearted support.

I would not have completed this project without the help, guidance of certain people who acted as guides and friends along way. I would like to express my deepest and sincere thanks to my corporate mentor **Mr. Santosh Rakh** (Operation Manager) who allotted me this chance.

Lastly, I would like to thank **Prof. Dr. Biswa Bihari Das** , My mentor in BIITM for his invaluable guidance. He acted as a continuous source of inspiration and motivated me throughout the duration of the project helping me a lot in completing this project.

I am thankful to my college for giving me the opportunity to work and learn with Flipkart. I owe my wholehearted thanks and appreciation to the entire staff of the organization for their cooperation and assistance during the course of my internship. I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the organization in coming future. Last but not the least I also thank my parents whose constant support and motivation has boosted me to work relentlessly and be successful in all my endeavours.

SUSMITA PANDA

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## **DECLARATION**

I Susmita Panda, of batch 2020-22, BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, hereby declare that this project report titled “Study on Flipkart’s Supply Chain Management and Warehouse Management” submitted by me under the guidance of Prof. DR. Biswa Bihari Das, Flipkart sincerely regret any unintended discrepancies in this report.

This summer internship report has the requisite standard for the partial fulfilment of the MBA program at BIITM, BPUT. To best of my knowledge and belief no part of this report has been reproduced from any other report and the contents are based on live experiences that I faced during a period of 45days.

Susmita Panda  
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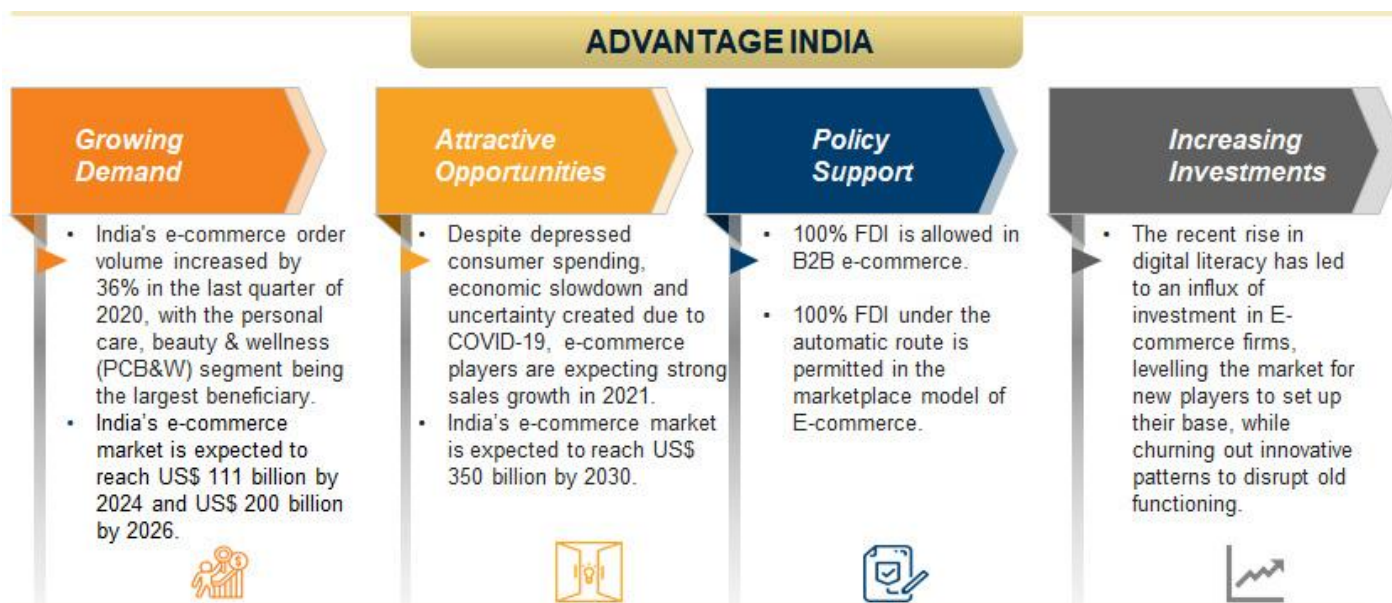
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## **Executive Summary**

### **The internet retail industry in India**

E-commerce has changed the way of doing business in India. The Indian e-commerce market is expected to grow from US\$ 38.5 billion by 2017 to US\$ 200 billion by 2026. Much of the growth 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 connections in India increased significantly to 776.45 million. Of the total internet connections, 61% were in urban 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 the last 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 for electronic Goods and free home delivery. The prices of many players are very competitive with all 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. Internet Retailing in India is divided into various formats, including vertical shopping, where by Manufacturer retailer, also multi-product Internet retailer, such as Future bazaar, Shoppers Stop shopping and compare. International companies were not allowed in India till 2010: The government has banned FDI in multi-brand retailing. However, in 2011 there was a ban Some of the major players including Amazon.com in the liberalized and forecast period are Expected to enter the Indian e-retailing ecosystem.





## **About Flipkart.com**

- Flipkart is an Indian e-commerce company, the company focused on online book selling before expanding in to other product such as fashion, consumer electronic, groceries, home essentials, and lifestyle products.
  - It has also owned Phone Pe mobile payments service based on Unified Payments Interface. It was founded in October 2007 by two IIT Delhi graduates Sachin Bansal and 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.
  - With technology 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 Alexa ranking.
  - 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 voucher and also card swipe transaction on delivery.
-

## COMPANY INTRODUCTION

Flipkart is India's largest electronic commerce company, founded in 2007 by Sachin Bansal and Binny Bansal. It operates exclusively in India, where it is headquarter in Bangalore, Karnataka, though Flipkart is actually registered and based in Singapore. Flipkart has launched its own product range under the name "Digi Flip" with products such as tablets, USBs, and Laptop's bags. Flipkart has also launched its own range of personal healthcare and home appliances under the brand "Citron"

Legally, Flipkart is not an Indian company, since it is based in Singapore, and majority of its shareholders and investors are foreigners. In May 2014, Flipkart received \$210 million from DST Global and in July it raised \$1 billion led by existing investors Tiger Global and South Africa's media group Naspers. Flipkart was founded in 2007 by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology of Delhi. They had been working for Amazon previously. The business was formally incorporated as a company in October 2008 as Flipkart Online Services Pvt. Ltd. During its initial years, Flipkart focused only on books, and soon as it expanded, it started offering other products like electronic goods, air conditioners, air coolers, stationery supplies and life style products and e-books. The first product sold by them was the book Leaving Microsoft to Change the Word, bought by VVK Chandra from Andhra Pradesh. Flipkart now employs more than 15000 people. Flipkart allows payment methods such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher and card swipe on delivery.

## Acquisitions

2010: We Read, a social book discovery tool

2011: Mime360, a digital content platform company

2011: Chakpak.com, a Bollywood news site that offers updates, news, photos and videos. Flipkart acquired the rights to Chakpak's digital catalogue which includes 40,000 filmographies, 10,000 movies and close to 50,000 ratings. Flipkart has categorically said that it will not be involved with the original site and will not use the brand name.

2012: Letsbuy.com, an Indian e retailer in electronics. Flipkart has bought the company for an estimated US\$25 million. Letsbuy.com was closed down and all traffic to Lets buy have been diverted to Flipkart.

2014: Acquired Myntra.com in an estimated INR 2000 crore deal.

Latest Acquisitions: Cleartrip (Apr 2021),  
Scapic (Nov 2020),  
Mech Mocha (Nov 2020)

Key Acquisition: Myntra (Acq. for \$ 330M in May 2014),  
Liv.ai (Acq. for \$ 40M in Aug 2018),  
Letsbuy (Acq. for \$ 25M in Feb 2012)

Sector Distribution: Horizontal E-Commerce, Payments, E-Commerce Enablers

- In July 2014 flipkart launched its own set of tablets, mobile phones & Phablet. The 1st among these series of tablet phones was Digiflip Pro XT712 Tablet.
- In July 2014 Flipkart launched its first networking router, under its own brand name named Digiflip WR001 300 Mbit/s Wireless N Router.
- In September 2014 Flipkart launched its in house home appliances and personal healthcare brand Citron .
- The label includes a wide range of cooking utilities and grooming products.
- Flipkart has high ambitions for its private label business. Within three years, India's largest online marketplace wants its in-house brands to account for 15-20% of its overall sales volume. The company already has created a few umbrella brands—SmartBuy for electronic accessories, Perfect Homes for furniture, MarQ for large appliances, and Supermart for staples.

### **Awards and Recognition**

- Co-Founder of Flipkart Sachin Bansal, got Entrepreneur of the Year Award 2012-2013 from Economic Times, leading Indian Economic Daily.
- Flipkart.com was awarded Young Turk of the Year at CNBC TV 18's India Business Leader Awards 2012 (IBLA).
- Flipkart.com-got nominated for India MART Leaders of Tomorrow Award2011.
- Flipkart.com, secured second position in the list of Cheapest Mobile Store 2013, complied by Indian e-commerce observer Zoutons.com



India has an Internet user base of about 250.2 million as of June 2014. The penetration of e-commerce is low compared to markets like the United States and the United Kingdom but is growing at a much faster rate with a large number of new entrants. The industry consensus is that growth is at an inflection point.

Unique to India (and potentially to other developing countries), cash on delivery is a preferred payment method, India has a vibrant cash economy as a result of which 80% of Indian e-commerce tends to be Cash on Delivery. However, COD may harm e-commerce business in India in the long run and there is a need to make a shift towards online payment mechanisms. Similarly, direct imports constitute a large component of online sales. Demand for International consumer products (including long-tail items) is growing much faster than in country supply from authorized distributors and e-commerce offerings.

## Market Size and Growth

India's e-commerce market was worth about \$3.8 billion in 2009, it went up to \$12.6 billion in 2013. In 2013, the e-retail market was worth US\$ 2.3 billion. About 70% of India's e-commerce market is travel related. India has close to 10 million online shoppers and is growing at an estimated 30% CAGR vs. a global growth rate of 8-10%. Electronics and Apparel are the biggest categories in terms of sales.

Key drivers in Indian e-commerce are:

- Increasing broadband internet (growing at 20% MoM) and 3G penetration.
- Rising standards of living and a burgeoning upwardly mobile middle class with high disposable incomes.
- Availability of much wider product range (including long tail and Direct Imports) compared to what is available at brick and mortar retailers.
- Busy lifestyles, urban traffic congestion and lack of time for offline shopping brick and mortar retail driven.
- Lower prices compared to mortar by disintermediation and reduced inventory and real estate costs.
- Increased usage of online classified sites, with more consumer buying and selling second-hand goods.
- Evolution of the online marketplace like Jabong.com, Flipkart, Snapdeal and Infibeam model with sites.

India's retail market is estimated at \$470 billion in 2011 and is expected to grow to \$675 Bn by 2016 and \$850 Bn by 2020, -estimated CAGR of 7%. According to Forrester, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012-16.

As per India Goes Digital, a report by Avendus Capital, a leading Indian Investment Bank specializing in digital media and technology sector, the Indian e-commerce market is estimated at Rs 28,500 Crore (563 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India is expected to grow at a rate of 22% over the next 4 years and reach Rs 54,800 Crore (\$12.2 billion) in size by 2015. Indian e-tailing industry is estimated at Rs 3,600 crore (US\$800 mn) in 2011 and estimated to grow to Rs 53,000 Crore (511.8 billion) in 2015.

On 7 March 2014, e-tailer Flipkart claimed it has hit 51 billion in sales, a feat it has managed to achieve before its own target (2015). Overall e-commerce market is expected to reach Rs 1, 07,800 crores (US\$24 billion) by the year 2015 with both online travel and e-tailing contributing equally.

Another big segment in e-commerce is mobile/DTH recharge with nearly 1 million transactions daily by operator websites.

## **Infrastructure**

There are many hosting companies working in India but most of them are not suitable for e-Commerce hosting purpose because they are providing much less secure and threat protected shared hosting E-Commerce demand highly secure. stable and protected hosting Cyber security issues of e-commerce business in India would be required to be managed by Indian e-commerce stakeholders in the near future. In fact, Indian government is planning to introduce cyber security. breach disclosure norms in India very soon Recently Target Corporation suffered a cyber attack that has put it under litigation threat in multiple jurisdictions Trends are changing with some of e-Commerce companies starting to offer SaaS for hosting web stores with minimal onetime costs. S There could be various methods of ecommerce marketing such as blog, forums, search engines and some online advertising sites like Google ad words and Adroll.

India has got its own version Cyber Monday known as Great Online Shopping Festival in December 2012, when Google India partnered with e-commerce companies including Flipkart, HomeShop18, Snapdeal, Indiatimes shopping and Makemytrip. "Cyber Monday" is a term coined in the USA for the Monday coming after Black Friday, which is the Friday after Thanksgiving Day,

In early June 2013, Amazon.com launched their Amazon India marketplace. without any marketing campaigns. In July, Amazon had said it will invest \$2 billion (Rs 12,000 crore) in India to expand business, after its largest Indian rival Flipkart announced \$1 billion in funding.

websites are under regulatory scanner of ED of India for violating Indian laws and policies. US-based transport application provider Uber Inc has also been questioned by the service tax department of India.

The Federation of Publishers' and Booksellers Associations in India (FPBAI) has also questioned the predatory pricing tactics adopted by various e-commerce websites in India. The Confederation of All India Traders (CAIT) has also decided to approach the Competition Commission of India to oppose the predatory pricing tactics of Indian e-commerce websites, Demands for introducing suitable provisions to regulate taxation, anti competitive practices and predatory pricing of Indian and foreign e-commerce websites have also been raised.

## THE TOP 10 COMPANIES IN E-COMMERCE IN INDIA

- 1) Amazon Development Centre India Pvt. Ltd.
- 2) Grofers India Pvt. Ltd.
- 3) Flipkart Internet Pvt. Ltd. (Walmart)
- 4) Nykaa E-Retail Pvt. Ltd.
- 5) Think & Learn Pvt. Ltd. (Byjus)
- 6) Zomato Ltd.
- 7) Just Dial Ltd.
- 8) MakeMyTrip Ltd.
- 9) Myntra Designs Pvt. Ltd.
- 10) One97 Communications (Paytm)



## **Acquisition by Walmart**

On 4 May 2018, it was reported that the US retail chain Walmart had won a bidding war with Amazon to acquire a majority stake in Flipkart for \$15 billion. On 9 May 2018, Walmart officially announced its intent to acquire a 77% controlling stake in Flipkart for \$16 billion. Following the purchase, Flipkart co-founder Sachin Bansal left the company. The remaining management team now reports to Marc Lore, CEO of Walmart eCommerce US. Walmart president Doug McMillon cited the "attractiveness" of the market, explaining that their purchase "is an opportunity to partner with the company that is leading transformation of eCommerce in the market". Indian traders protested against the deal, considering the deal a threat to domestic business.

In a filing with the U. S. Securities and Exchange Commission on 11 May 2018, Walmart stated that a condition of the deal prescribed the possibility that Flipkart's current minority shareholders "may require Flipkart to effect an initial public offering following the fourth anniversary of the closing of the transactions at a valuation no less than that paid by Walmart".

Following the announcement of Walmart's deal, eBay announced that it would sell its stake in Flipkart back to the company for approximately \$1.1 billion and relaunch its own Indian operations. The company stated that "there is the huge growth potential for e-commerce in India and significant opportunity for multiple players to succeed in India's diverse, domestic market." Softbank Group also sold its entire 20% stake to Walmart without disclosing terms of the sale. The acquisition was completed on 18 August 2018. Walmart also provided \$2 billion in equity funding to the company.

On 13 November 2018, Flipkart CEO Binny Bansal resigned after facing an allegation of "serious personal misconduct". Walmart stated that "while the investigation did not find evidence to corroborate the complainant's assertions against Binny, it did reveal other lapses in judgment, particularly a lack of transparency, related to how Binny responded to the situation."

## **Company Description**

Walmart, Inc. engages in retail and wholesale business. The Company offers an assortment of merchandise and services at everyday low prices. It operates through the following business segments: Walmart U.S., Walmart International, and Sam's Club. The Walmart U.S. segment operates as a merchandiser of consumer products, operating under the Walmart, Wal-Mart, and Walmart Neighborhood Market brands, as well as walmart.com and other eCommerce brands. The Walmart International segment manages supercenters, supermarkets, hypermarkets, warehouse clubs, and cash and carry outside of the United States. The Sam's Club segment comprises membership-only warehouse clubs and samsclubs.com. The company was founded by Samuel Moore Walton and James Lawrence Walton in 1945 and is headquartered in Bentonville, AR.

Walmart-owned e-tailer Flipkart announced the acquisition of its parent's cash-and-carry business in India on July 23 as it prepares to compete with rivals Amazon, Reliance's JioMart and Udaan in their attempt to lure kiranas.



COURTESY: WAL-MART



# FLIPKART



**Mission** : Providing a delightful and memorable customer experience.

**Vision** : To become AMAZON of India.

**Objective** : Completely hassle free shopping experience with best price in India.

## **Study on Flipkart Supply Chain Management System**

### **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, putaway 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.

#### **Fulfillment optimization**

Customer orders must be analyzed 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.

### **Study on Flipkart Supply Chain Management System Procedure**

Flipkart team map their supply chain end they know perfectly how many hours and minute it takes to complete the order process. E.g. how much time they need to pick an item in FC, how much time it takes to pack and they can handover to logistic partner for transport. In logistic they know the exact time of transport, e.g. when vehicle in & out. They work with vendor to ensure that he should deliver their product day to day without offloading or failure. There are some of the airline partner which help to deliver goods on time.

#### **Product and Technology Team**

The product and technology team is the core strength of the company. The team manage the entire process right from listing of item to search engine optimization to maintenance of website.

#### **Business Development Team**

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

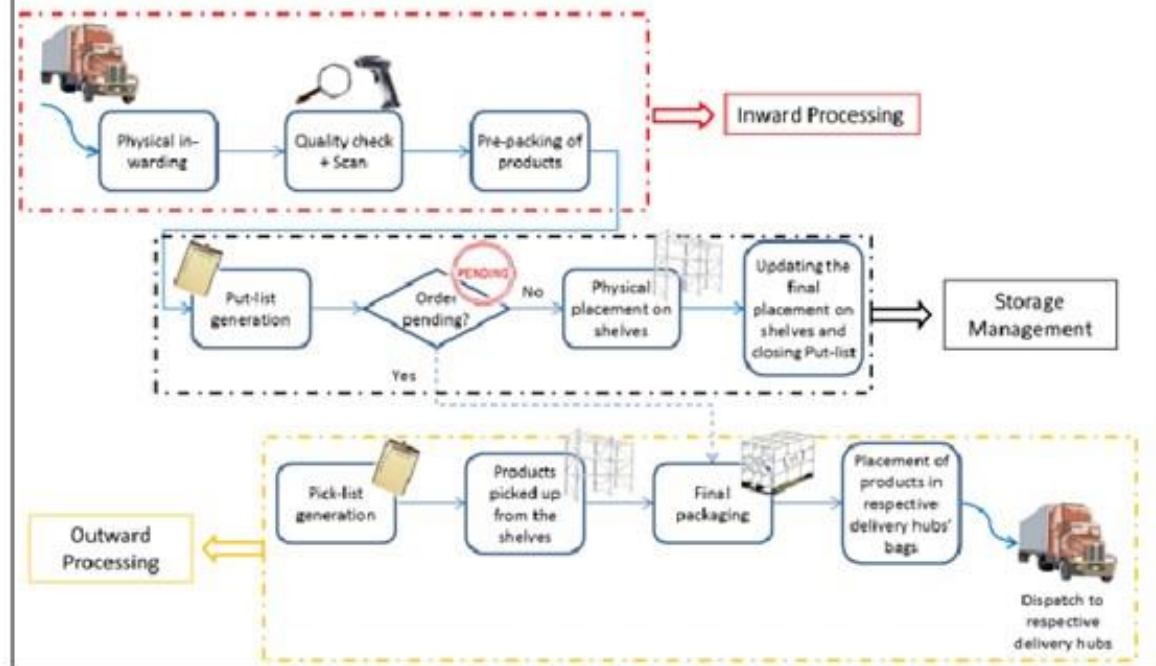
#### **Operations Team**

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.

#### **Customer Support team**

Flipkart has a strong focus on customer service with customer delight as the top most priority. And to fulfil it the company guarantees a 24/7 full customer support and to cater this facility it has a dedicated customer support team which offers both inbound and outbound support.

## Flipkart's Warehouse Management



# Study on Flipkart Supply Chain Management System

## FIELD WORK Process of flipkart warehouse management

### 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 Center (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 checked the vendor name then 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 FIMD01912516.
- **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 then we have to select the reason like specification mismatch / damage etc.
- if all the attribute match then 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 if there are any discrepancies or not if there are 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 is on desktop then next we select bulk type which was inward bulk after this select putlist type i.e. normal putlist. Finally we have to copy paste the WID in the WID section and click on Add Quantity then click on Create Putlist button.
- After successful 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.

## **Study on Flipkart Supply Chain Management System**

### **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 cutoff 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**

Gate 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.

#### **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.

### **C) 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 vehicle 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 & Gate 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 successful 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.

### **Inventory Management**

- The inventory stock is replenished whenever it goes below the reorder point.
- Company Employs use FIFO (First In First Out) method for its inventory management, whereby for any Shipment requests for a particular warehouse are the oldest inventory items shipped first. This makes a lot of sense especially for electronics items as technology becomes obsolete Very early.
- With regard to determining what items to store in a warehouse and what items are to be procured from sellers, Flipkart uses the concept of long tail, which is nothing more than selling in large numbers. Unique items in relatively small quantities.
- Flipkart orders such items on adhoc basis and generally do not keep inventory of such items as the demand for such items is very less and thus reducing overall distribution and inventory costs.

### **Stock take**

- Stock take is done to match the physical quantity with the system quantity.
- In case of any mismatch we can know where it goes wrong, and which product short or excess. So now we will see how this process done in system and in physical way. Stock take can be done in three ways i.e. location wise, product wise otherwise location and product wise.
- First we have to select warehouse then by clicking on admin tab on that tab we will select search inventory in store.
- After click on search list store click type "+" sign in shelf number and click on view inventory status we get all product details which we have in warehouse to download this detail in excel click on CSV.
- We are doing stock take location wise so we copy shelf\_label (location) from downloaded excel and click on create stock take tab and paste that location in create stock take box then click on create button.
- Now stock take is created now give the print of stock take and give them material handler to check the each product WID, FSN, Description, and total quantity.
- After completion of physical count DEO will give that printed paper to onroll person to check if system quantity match with physical quantity or not.

### **Electronic Data Interchange (EDI)**

EDI is a software which is used to exchange the business data between two organizations. It has a very standard format which is used to send electronic document one computer to other computer. This electronic data is treated as paper based order, after data transfer party gets confirmation of trading. There is various benefit of EDI.

- It should be increase speed and reduce time.
- If any mistake in shipping bill we can easily find and do correction
- Trading partner or seller can expand their business easily.
- This should be transfer fast, less error and more time saving.
- EDI uses in supply chain management.
- EDI is stand for Electronic Data Interchange.

In today's world it is more important there are large number of system every company uses their own system to manage their business. In supply chain management buyer and seller communicate continue because they want to know which what is customer need and which raw material has to order and when he got finished goods. This all are never ending process. For e.g. when supplier received order from customer they should accept and customer received confirmation, here the receiving order, confirmation sent to customer done in few minute with the help of EDI.

The process of EDI is:

- First step is data conversion the data which we want to transfer convert in EDI format.
- Second step is transmission here the broadcast EDI message is transmitted to other parties.
- Third step is receiving here message received in particular system.

## **CONTENT**

- Process of Packing
- Types of Packing box
- Negative flow in packing

### **Single line item shipment**

- Login into FLO by using ID & password
- Select warehouse
- Go to packing tab, click on picklist SBS
- Scan the tote id Scan the WID
- SBS screen opens
- Image & details of the product is displayed
- Scan the IMEI/serial no. in the given field System will suggest the packing box
- Confirm OC button for labels & bills
- Put the product in the conveyor

### **Multi line item shipment**

- The system will automatically display the image of the next line product
- Find the product from the tote manually

### **Process of Packing**

- Single line item shipment
- Multi line item shipment

### **Types of packing box**

- Security bag
- Paper bag
- Wrap pouch
- Cartoon boxes (B.M.A.P Series)
- Shredded sheets
- 2ply wrap
- Fragile stickers

### **Negative flow in packing**

- Short Pick
- Excess Pick
- Damage Pick
- Packing cancellation
- Wrong WID
- Replacement order
- IBH problem

## **Contents:**

- Overview of Infra & Asset
- SBS positive flow
- SBS negative flow
- Packing Cancellation
- IRT issues
- Rostering & FTC attendance
- Metrics

## **SBS POSITIVE FLOW**

Login into FLO>>scan tote ID>>scan WID of product>>check the attributes as appearing in screen>>scan imei/serial no. if required>>check packing suggestion>>pack tem with right packing box>>scan the barcode of box>>confirm QC for IBL & invoice

## **Materials required for packing:**

Flipkart logo plus tape, white tape, dispenser, bookmark, fargile sticker, npg sticker

## **Types of packing box:**

- B series (80,801.803,805,812.821823,824 826 825837.838839842.846852854.855 85GE
- M series M01 M03 M04 M06 MONT
- A series(A01 A02 A03)
- P series:P01 P02 P03PO4)
- R series(R11 R12R13 R14R15 R16.1
- Security bags (S81-S87)
- Paper bag
- Paper pouch

## **SBS Negative Flow**

- Attributes doesn't match
- Problem in ibl & invoice print
- Excess & Short pick
- Wrong box Suggestion
- damage products

## **IRT Issues**

- Short Pick
- Excess Pick
- Auto QC done
- Mishipment
- Wrong Receiving

## **Tracker maintained by IRT team:**

- Pending tech issue
- Short, wrong, excess
- New relabelling



- RC flipkart logo plus tape problem

### **Attendance & Roster**

- Roster off 14%
- Leave & absent 7%
- Day load-55%
- Night load-45%
- Night shift should not exceed more than 17days per person
- Need to give RG if an employee is working for days continuously
- female count is 115

### **Packing Cancellation**

It is basically the non-ops cancellation, when the order is cancelled from customers end

FLD admin-search inventory inward bulk area>bulk area packing cancellation set the time & date> view inventory status download the csv dump>>copy the dumps paste it on the trackerotype the last 4digit of sofindomatch the WIO, fun & attributes of product if matches, then tick the boxspu the shipment in other for putlist creation.

### **CREATE PUTLIST**

FLO>> select warehouse>> inventory-packing cancellation bulk->>scan tote IDscan WID>>count manually the shipments that are in tote>>create putlistnote down the quantity, putlist ID, tote 10 in register

### **Outbound Metrics**

- P2D-99.5%tile
- BAU-70mins
- Peak-90mis P2C 15mins+ C2161mins 12D 14mins]
- Breach to MH
- ops-0.05
- non ops-0.15
- = Packing adherence
- considered-99.5
- exact-99

### **Inbound**

- 1.IRN Creation & Submission
- 2.Dock Management Tool
- 3.Invoice & STN Sanity check
- 4.IRN Creation
- 5.RaaS
- 6.FA-Proof of Delivery

- 7.IRN Submission
- 8.Dock Allocation
- 9.Unloading & Lane Segregation
  - a.Unloading
  - b.VBL | Lane Segregation
  - c.VBL | WID Pasting
  - d.Legal Metrology/Legal Norms
  - e: QC Norms | Mobile
  - f: QC Norms| Footwear
- 10.Consignment Closer
- 11.Inbound Receiving
- 12.FKI Supplier Return Process
- 13.Manual Putlist creation & Confirmation
- 14 LBH Operations
  - a.LBHW Capture & Update
- 15 Inbound IRT Process
- 16 Tote Making Process

### **Putting**

- 1.Putting via HHD
- 2.Product Storage
- 3.Putlist Confirmation
- 4.Fragile Handling

### **Outbound**

- 1.Picklist Assigning
- 2 Picklist Generation & Assigning
- 3.B2C Picking-IRT
- 4.HHD Picking
  - a Outbound Fragile Handling
- 5 SBS - Packing Water Spider
  - a Packing Performance Monitoring HHD Flow
- 6.SBS-Packing Process
  - a.Gift Packing
- 7.Packing IRT:
  - a.Packing IRT for Alpha
- 8.Dispatch:

### **Inventory**

- 1.GTL
- 2.TTL
- 3.PST (Perceptual Stock Take)
- 4.Product Storage & Mapping in FLO
- 6.WID Re-Label
- 5.Attribute Correction
- 7.Disposal of Fraud & Disposal Inventory

## **Return Centre**

- 1.RC Receiving
- 2.RC Product Verification:
- 3.5S in Product Verification
- 4.Product Verification (PREXO)
- 5.Receiving Refinished items
- 6.RC HHD Putlist creation

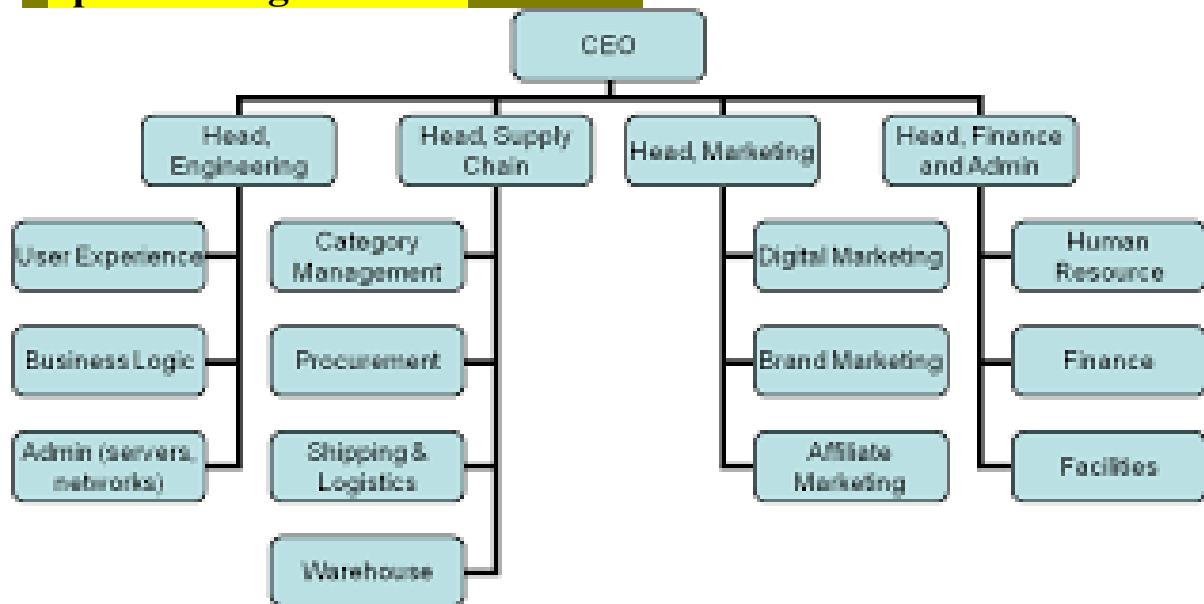
## **Major Departments in FC**

- Dept
- Pick
- Learn mor
- pack
- Sortation
- Inbound
- Putting
- RG
- IMT
- NCOB
- Planning
- Packaging
- FST
- EHS
- F&I
- HR
- PL
- CMT

**Organizational Chart:-** A sample organizations chart as follows:



## Flipkart's Organization Structure



## AREA OF DIVERSIFICATION

- Fashion
- Mobile phone
- Lifestyle Retailing
- Stationary
- Personal Care Products
- Grocery & Home appliances

## **MARKETING MIX**



### **Product:**

Flipkart entered the e-commerce market as a bookseller but widened its product mix to include music, movies, and mobiles within three years. Over the years, it has continued to grow its product mix. The company has extended its portfolio through acquisitions including Myntra. Flipkart sells more than 80 million products on its digital marketplace in more than 80 categories. The main product categories include electronics, televisions and home appliances, men's products (including fashion products, footwear, and accessories), products for women, babies and kids, as well as home furnishing products and grocery apart from other product categories like sports-related products, books, auto accessories, and fitness products. Flipkart is the largest online retailer in the Indian e-commerce market that enjoys a larger market share than Amazon India at 31.9% (S&PGlobal). While Amazon is not very far behind with a market share of 31.2%, Flipkart's popularity in certain product segments like electronics and home appliances is very high. About 100 thousand sellers that sell their products online on Flipkart. You can imagine the scale of sales from the number of page visits on the Flipkart website and app as well as the number of registered users on the web site. Every day, the website, and app receive 10 million page visits and there are 100 million registered users on Flipkart. The website had crossed the milestone of 100 million registered users back in 2016.

Apart from selling products on its e-commerce sites including Flipkart, Myntra, and Jabong, the brand also offers services like flight bookings as well as online payments. Phonepe is a payment app used widely across India and is among the top ten trusted payment solutions. Its main rivals include Google Pay and Paytm. However, Google Pay and PhonePe are among the most used digital payment solutions in India whose popularity grew faster following the demonetization. PhonePe launched its switch platform in 2018 from which users can place orders across over 200 apps including taxi, train, and flight booking apps. It introduced a nice range of insurance products also to grow its user base which is already above 230 million. Flipkart's range of financial services has grown larger by the addition of these services to PhonePe's services mix. In the future, Flipkart aspires to become the most comprehensive financial services platform in India. Phone Pe has partnered with leading players in the insurance and mutual funds sectors to widen its range of financial services and gain stronger footing as an online provider of financial services. Flipkart continues to grow its range of services in order to balance its portfolio of products and services.

**Place:**

Flipkart's business spans entire India and the company has established an efficient distribution channel that apart from tier 1, 2, and 3 cities in India also delivers to smaller towns as well as rural areas. The company has its headquarters in Bangalore (one of four metropolitan cities in India), in the South Indian state of Karnataka. Flipkart's warehouses serve 22,000 Pincode locations across India. One of the largest warehouses of Flipkart is located on the outskirts of Hyderabad, the capital of South Indian states of Telangana and Andhra Pradesh. This warehouse, apart from being the largest in India is also the first fully automated warehouse in the country. The growth of e-commerce in India depends to a large extent on how well the leading players manage their distribution systems. Making deliveries possible to remote areas in various Indian states requires that the company establishes modern and hi-tech warehouses in various corners of the nation. The Hyderabad warehouse of Flipkart is a hi-tech warehouse that relies on advanced technologies like IoT equipped automated conveyor belts, IT-based packaging, and tracking solutions, digital inventory management systems as well as other forms of digital solutions that enable swift movement of goods and services from one part of India to another.

While the e-commerce website Flipkart conducts its business online mainly, its distribution system supports its business operations across entire India like a backbone. The company has established a network of fulfillment centers in states including Haryana, Telangana, Maharashtra, Karnataka, and West Bengal.

**Price:**

Growing competition in the physical retail and e-commerce industry has brought the focus back on prices. While product quality and speed of delivery are important factors affecting the market share of e-commerce players in India, pricing is most central to popularity. The Indian consumers are highly price-conscious and compare prices before going for a purchase. Flipkart, Amazon India, Snapdeal, and other major e-commerce players in India are engaged in a bitter price war. Walmart is also present in the physical retail space in the Indian market. To win in the Indian e-commerce market, it is important for the brand to use competitive pricing. Walmart is already well known for its EDLP pricing strategy. In India also it uses a competitive pricing structure. However, the level of success it has tasted in e-commerce here or in physical retail in the US could not be matched by its physical retail division in India.

An important reason that Flipkart and Amazon India are leading in the Indian e-commerce market is that the two offer products at more competitive prices than the others. This is why other brands including Snapdeal are lagging behind the two in terms of market share. In order to retain customers and grow its market share, Flipkart also runs mega sales during the festivals. Its Diwali mega sale is among the most eagerly awaited sales in India. Flipkart offers large discounts on a large range of electronics and other products during the Diwali sale. Indian consumers shop heavily on the eve of Diwali. Apart from that, Flipkart also runs sales and discount programs on other occasions like Holi, DurgaPuja, and other important festivals when Indian consumers are more likely to shop.

**Promotion:**

The e-commerce industry in India is marked by a remarkable level of competition. The e-commerce brands in India apart from competing on the basis of price, run regular marketing campaigns to drive sales and grow their customer base. Marketing and promotions are key drivers of sales and revenue growth for Flipkart. However, it has become the leading digital retail brand in India and a household name in most corners of the country. Due to its growing penetration of the rural areas of the country, the company is now gaining more ground in the local market. Flipkart's growth is also driven by its focus on brand image and consistent branding. Its growth over the previous few years is a result of strong branding and growing focus on marketing. Digital marketing is the main channel used by Flipkart to grow its customer base. Apart from its own websites and apps, the company uses digital promotions as well as other traditional channels like print media and outdoor promotions to grow sales.

Flipkart also uses branded packaging to gain visibility. Inside its warehouses, merchandise is packed in Flipkart's branded packaging before being delivered to the customers. It has also launched special promotional programs and customer retention programs aimed at growing membership rates. Flipkart Plus is a membership program that offers access to special privileges like more points when you shop on Flipkart as well as faster delivery, extra discounts, early access to sales, superior customer support among others. The company has launched the Flipkart app as well as Flipkart Lite. Flipkart lite combines the rich features of a web app with the browser experience. Customers can have a seamless shopping experience even with low network connectivity.

The popularity of e-commerce websites like Flipkart depends to a large extent on the type of shopping experience

they provide. Secure payments, hassle-free checkouts, as well as improved suggestions and other features like product comparison, are all essential to keep customers engaged. The growing use of smartphones and the internet in India has led to more people searching for electronics and fashion as well as essential household products from home. E-commerce brands have to focus on continuous innovation to offer customers more relevant suggestions and seamless shopping experience. To make shopping for the Windows 10 users more exciting, the company worked with Microsoft to create an app for the Windows platform. The Flipkart Windows 10 app has been developed keeping in mind the Windows experience for touch and non-touch screens so that the users can utilize the general shortcuts they use on Windows to browse and shop for their favorite products.

Brand image has become very important for retaining customers and sustaining growth momentum in the e-commerce industry. Flipkart invests in CSR and sustainability to create a strong social image. Apart from that, the company is also helping several small and medium-sized businesses thrive during the times of Covid-19.

### **People:**

As of 2016, Flipkart employed 30,000 people. The company has continued to expand its business fast over recent years. The company calls its employees Flipsters. The company focuses on managing its human capital in a manner that maximizes employee and customer satisfaction. Employees' happiness is the key to business growth. The company invests in its employees' training and growth. Apart from that, it has created human resource policies that help maximize satisfaction for its workers and help them achieve a better balance between their career and personal lives. The CEO of Flipkart is Kalyan Krishnamurthy.

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

### **Physical Evidence:**

Physical evidence denotes the physical proof of the products and services of a company. If a company makes hardware or other products, the product itself can count as physical evidence. However, if the company offers services or creates software or something like streaming services then physical evidence may not be as readily available as in the case of the brands making physical products. So, while it may be easy to find physical evidence related to Apple, it may be difficult to find physical evidence related to Google because the other is largely a services company. However, there is a lot apart from the physical infrastructure and branding related material that still provides the physical evidence of business.

As in the case of an e-commerce business like Flipkart that sells products and services by other brands mainly, there is still a lot that counts as physical evidence. First of all, 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 fulfillment centers also offers physical evidence of the business. In the digital era, there are a large number of services that will not present a lot of physical evidence but their branding material and physical infrastructure offer the physical evidence of their business operations. For example, Netflix is a brand offering streaming services. Its products/services are bought and consumed online using a physical screen that supports internet connectivity. In such a case, it would not be easy to obtain physical evidence as compared to a brand that makes hardware products like Samsung. In this way, from product brands like Samsung or LG to services brands like Flipkart and Amazon, the amount and extent of physical evidence vary depending on the volume of products made by the company itself and extent of the company's own involvement in the provision of services. As in the case of Amazon that makes and sells a large range of products including Alexa enabled devices and Kindle Reader as well as a nice range of other products sold on its website, physical evidence is much easier to find compared to Flipkart.



## Marketing strategy of Flipkart – Flipkart strategy analysis

Leading E-commerce giant of India, Flipkart have 75 million registered users who had helped the company to achieve 5 billion dollar GMV (Gross merchandise value) of sales in FY15. GMV is the indicator of performance of the company in terms of Total value of merchandise sold by the company during the period. Its “Big billion days” is the most successful campaign till now that has helped the company in increasing its sales during the festival season.

### Segmentation, targeting, positioning in the Marketing strategy of Flipkart –

Behavioural & Psychographic are the segmentation strategies used by Flipkart to segment the market to cater to the customers changing needs & wants. With the rise in per capita income and change in buying patterns, customers are getting more acquainted and are comfortable in buying online.

Flipkart uses undifferentiated targeting strategy, since people of all demography purchase items online which is available to everyone where the delivery is possible. National & Multinational E-commerce companies are giving neck to neck competition to each other, due to which their positioning is very important. Flipkart has positioned itself as a trust worthy and customer friendly E-commerce brand.

### Competitive advantage in the Marketing strategy of Flipkart

**Flipkart**



**JABONG** COM

- In a highly competitive E-commerce market of India. companies are finding it hard to differentiate their offering from others.
- Flipkart have gained several competitive advantages over others:
- They have acquired companies like Myntra, Jabong, Appiterate, Letsbuy, Mine360, chakpak.com, weread and the latest one being UPI-based payments start-up PhonePe. These companies are helping it in enhancing its functional capabilities.
- Founders are Ex-Amazon employee so they have the required know how of e-commerce.
- Flipkart had received \$700M of funding last year after which its valuation gone to \$15 billion.
- It has a fantastic positioning in the mobiles and small appliances segment.

## BCG Matrix in the Marketing strategy of Flipkart

Flipkart's merchandising section (including Myntra) as well as its electronics segment is a Star in the BCG matrix. The reason is that the segment is growing and more & more customers are getting accustomed with online buying of clothes & electronics items in India. But as the market is huge, the market share is less for each E-commerce player and they are fighting hard for it. All other segments are question mark due to intense competition between the players. Profitability is low overall so the future is unknown.

### Distribution strategy in the Marketing strategy of Flipkart



Having its own distribution firm (Ekart) and payment gateway payzipper has helped the company in controlling its expenses and passing the benefits to the end customer. The very demerit of Flipkart's distribution channel is its reach as compared to the peer E-commerce companies like Amazon, Snapdeal Ebay etc who can deliver the customer's order even to the remote locations. One more problem of Flipkart is that it does not support sellers with package size of above 8 kgs. You have to use flipkart advantage for the same.

### Brand equity in the Marketing strategy of Flipkart

Flipkart have garnered a market leader position through its innovative branding strategies. The "big billion day", "No Kidding, No Worries", "Fair-Tale", "Shopping ka Naya Address", "Shop Anytime, Anywhere" are the successful campaigns that helped the company in creating top of the mind awareness. Flipkart's brand valuation is a **whopping \$15 billion by 2015**. Different mediums twitters, facebook TV commercials and promotion of mobile app shopping have helped Flipkart in becoming a household name in the target market.

## Competition analysis in the Marketing strategy of Flipkart



In India most of the companies are facing issue of government regulations where only 26% FDI was allowed earlier which is now increased to 100% in recent budget of FY16-17. Flipkart is extending their category which is helping it to acquire more & more customers. W.S retail is its exclusive supplier for 1/4rth of the items sold through Flipkart, which means less supplier & more hold on them in terms of [pricing](#) because they will face head on competition from small suppliers. Externally, the competition is dynamic as Amazon, Flipkart and Snapdeal are always at loggerheads. Where Flipkart has the advantage of small items, Snapdeal has the industrial advantage and the reach of Snapdeal is far and wide. The competition is growing worse as all of them are pouring in a lot of money.

## Market analysis in the Marketing strategy of Flipkart

Changing government regulations and entry of some biggies like [Alibaba](#), Ebay, Snapdeal and various other start-ups is driving growth in the industry. Indian government have allowed 100% FDI in marketplace setup which will help the companies in their expansion and further penetration in the current market.

## Customer analysis in the Marketing strategy of Flipkart

**Flipkart** customers consist of middle class social groups who are comfortable with online shopping and find it convenient. Majority of the customers are the professional who are busy with their business/Job & find it convenient to purchase anything online rather than visiting the physical outlet in order to save time & money.

### SWOT ANALYSIS OF Flipkart

#### **Strength** in the SWOT Analysis of Flipkart

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

**Market Share:** Flipkart has a market share of 39.5%.

**Financials:** Flipkart has annual revenue of 6.1 billion US Dollars.

**Financial Support from Wal-Mart:** Flipkart has 77% stake in Wal-Mart a global retail giant. Whose Prior experience in the E-commerce industry aided the founders in strategizing and differentiating their business in a highly competitive market.

**Acquisitions:** The Company's series of acquisitions, including chakpak.com, weread.com, Letsbuy.co, Mine360, and Myntra, has assisted the company in its expansion into the 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 Payzippy. 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 localise 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 Programmes 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.

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

**Limited Distribution:** Flipkart has a limited distribution channel reach, despite the fact that its logistics arm has kept costs low. This is a weakness for the company, as it has limited reach. Because of the use of outsourcing, global giants such as Amazon and eBay are able to deliver their products to any location in the country. Flipkart, on the other hand, is still struggling in this area.

**Cost of Acquisition:** Because Flipkart acquires a large number of customers through online advertising, the cost of acquisition is high due to stiff competition in the market and low customer retention. According to Flipkart data, the company spends Rs 400/- on average to acquire a new customer.

**Buyers hold the power:** Because this industry is flooded with a large number of players, buyers have a large number of options from which to choose. Customers save money on switching costs because they can easily switch from one online retail company to another. The same products will be displayed across multiple online retail websites. Product differentiation is almost non-existent, so the battle is fought solely on the basis of price.

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

**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 optimising 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 Behaviour:** The new trends in consumer behaviour will open up new opportunities for Flipkart. This has given a great opportunity for the organisation to expand revenue streams and to diversify into new product categories.

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

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

**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.

## **Competition Analysis**

### **Competitors of Flipkart**

Because of the digitalization of various businesses, customers may now buy and make transactions online with relative ease. In recent years, a large number of businesses have developed online platforms that allow consumers to purchase a variety of goods. Customers may also choose from a variety of alternatives, making it easier to choose the right product. Flipkart is one of the biggest online retail stores and consequently has a lot of competitors operating within the same market. Some of its biggest competitors are:

- 1) **Amazon.com** is a vast Internet-based enterprise that sells books, music, movies, housewares, electronics, toys, and many other goods, either directly or as the middleman between other retailers and Amazon.com's millions of customers.
- 2) Amazon.com, Inc is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.
- 3) It is one of the Big Five companies in the U.S. information technology industry, along with Alphabet (Google), Apple, Meta (Facebook), and Microsoft.
- 4) The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.
- 5) Amazon has earned a reputation as a disruptor of well-established industries through technological innovation and mass scale.
- 6) As of 2021, it is the world's largest Internet company, online marketplace, AI assistant provider, cloud computing platform, and live-streaming service as measured by revenue and market share.
- 7) In 2021, Amazon surpassed Walmart as the world's largest retailer outside of China, driven in large part by its paid subscription plan, Amazon Prime, which has over 200 million subscribers worldwide.
- 8) It is the second-largest private employer in the United States, one of the world's most valuable companies, and as of 2021, the world's most valuable brand.
- 9) Amazon also distributes a variety of downloadable and streaming content through its Amazon Prime Video, Amazon Music, Twitch, and Audible units. It publishes books through its publishing arm, Amazon Publishing, film and television content through Amazon Studios, and is currently in the process of acquiring film and television studio, Metro-Goldwyn-Mayer.
- 10) Amazon also produces consumer electronics, most notably, Kindle e-readers, Echo devices, Fire tablets, and Fire TV.
- 11) Amazon has been criticized for practices including technological surveillance overreach,[25] a hyper-competitive and demanding work culture,[26] tax avoidance,[27] and anti-competitive behavior.

## SWOT Analysis of Amazon

### Strengths:

- ▯ Strong brand portfolio, price quantity& variety.
- ▯ Innovative Aspects.
- ▯ Presence of Established distribution networks in both urban and rural areas.
- ▯ Solid Base of the company
- ▯ Brand name & Valuation
- ▯ Customer centricity
- ▯ Innovation & cost leadership
- ▯ Acquisitions
- ▯ Go global and act local strategy
- ▯ Superior logistics & distribution systems

### Weakness:

- Easily imitable business model
- Lost margins & expansion challenges
- Product flops & failures
- Limited brick & mortar presence
- Loss of competitive advantages

### Opportunities:

- Expand operations in developing markets
- Expand physical stores
- Backward integration
- New markets

### Threats:

- Cybercrime
- Aggressive competition & lawsuit
- Fake products & reviews
- Government regulations.



## **MEESHO**

Meesho is an indian social e-commerce company, headquartered in Bangalore. It was founded by IIT Delhi graduates Vidit Aatrey and Sanjeev Barnwal in December 2015. It provides an online platform for small businesses to sell their products to consumers as well as resellers who can resell the products via social channels such as WhatsApp, Facebook and Instagram.

Meesho was one of the three Indian companies to be selected for Y Combinator in 2016. It was also a part of the first batch of Google Launchpad - Solve for India program. Meesho was reported to be India's most downloaded app on Play Store for July 2021

## SWOT Analysis - Brand

### Strengths

- high quality products
- global distribution
- around 1 million brand loyal customers
- design capabilities
- production at scale, low unit costs

### Weaknesses

- perceived as a second tier brand
- advertising and promotional capabilities
- less product selection than key competition
- unclear positioning in some product categories
- perceived as low status but practical
- top of mind brand recognition is 6th place for major product categories.

### Opportunities

- expand product selection
- advertise more to improve brand recognition
- premium products to improve brand image
- reevaluate and improve product positioning for all products.
- leverage loyal customers to gain share of wallet

### Threats

- competition spend far more on advertising
- loss of loyal customers due to quality or customer service failures.
- aggressive advertising may draw more attention from strongest competitors who may respond by focusing competitive efforts against our brand.
- knock off brands with similar names and logos

simplicable



### Porter's five force model

Porter's Five Forces	Degree	Remark
Threat of new entrants	High	Unfavourable
Threat of substitute products	Low	Favourable
Bargaining power of customers	High	Unfavourable
Bargaining power of suppliers	Low	Favourable
Competitive rivalry within an Industry	Medium	Unfavourable

## Porter's five forces model

### Detailed Analysis Porters Five Force



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**Interpretation:**

### **1. Threat of new entrants:**

- Entry in the industry requires substantial capital and resource investment. This force also loses the strength if product differentiation is high and customers place high importance to the unique experience.
- Flipkart com will face the low threat of new entrants if existing regulatory framework imposes certain challenges to the new firms interested to enter in the market. In this case, new players will be required to fulfil strict, time consuming regulatory requirements, which may discourage some players from entering the market.
- The threat will be low if psychological switching cost for consumers is high and existing brands have established a loyal customer base.
- New entrants will be discouraged if access to the distribution channels is restricted.

Flipkart com will be facing high new entrants threat if

- Existing regulations support the entry of new players.
- Consumers can easily switch the brands due to weak/no brand loyalty.
- Initial capital investment is high.
- Building a distribution network is easy for new players.
- Retaliation from the existing market players is not a discouraging factor

### **2. Threat of substitute products:**

- The switching cost of using the substitute product is high (due to high psychological costs or higher economic costs)
- Customers cannot derive the same utility (in terms of quality and performance) from substitute product as they derive from the Flipkart com's product..

### **3. Bargaining power of customers**

- A more concentrated customer base increases their bargaining power against Flipkart com
- Buyer power will also be high if there are few in number whereas a number of sellers (business organisations) are too many.
- Low switching costs (economic and psychological) also increase the buyers' bargaining power.
- In case of corporate customers, their ability to do backward integration strengthen their position in the market. Backward integration shows the buyers' ability to produce the products themselves instead of purchasing them from Flipkart com
- Consumers' price sensitivity, high market knowledge and purchasing standardised products in large volumes also increase the buyers' bargaining power.

- Some factors that decrease the bargaining power of buyers include lower customer concentration (means the customer base is geographically dispersed), customers' inability to integrate backwards, low price sensitivity, lower market knowledge, high switching costs and purchasing customised products in small volumes.

#### **4. Bargaining power of suppliers:**

Bargaining power of suppliers will be high for Flipkart com if:

- Suppliers have concentrated into a specific region, and their concentration is higher than their buyers.
- This force is particularly strong when the cost to switch from one supplier to other is high for buyers (for example, due to contractual relationships).
- When suppliers are few and demand for their offered product is high, it strengthens the suppliers' position against Flipkart com
- Suppliers' forward integration weakens the Flipkart com's position as they also become the competitors in that area.
- If Flipkart com is not well educated, does not have adequate market knowledge and lacks the price sensitivity, it automatically strengthens the suppliers' position against the organisation.
- Other factors that increase the suppliers' bargaining power include-high product differentiation offered by suppliers, Flipkart com making only a small proportion of suppliers' overall sales and unavailability of the substitute products.

Contrarily, the bargaining power of suppliers will be low for Flipkart com if:

- Suppliers are not concentrated
- Switching costs are low
- Product lacks differentiation
- Substitute products are available
- Flipkart com is highly price sensitive and has adequate market knowledge
- There is no threat of forward integration by suppliers.

#### **5. Competitive rivalry within an industry:**

- ☐ Using price competition.
- ☐ Staging advertising battles.
- ☐ Making new product introductions.
- ☐ Increasing consumer warranties or service.

## PROJECT OBJECTIVE

The objective of the summer training is to ensure that I as a management student should develop a real-life experience for handling the specific project and also to develop an overall understanding of the various management activities related to the area of my specialization. The training gives a substantial corporate exposure and also serves as a useful tool of interaction with the corporate sector.

### Objectives

- To study the warehouse management system.
- To study the reverse logistic.
- To study the concept of Electronic Data Interchange.
- To study the Inward & Outward process.

### Scope of study

- The scope of low inventory cost lead to low price.
- To know what is GTL (Goods Transfer List) Process
- To study of GRN (Goods Received Notes)

### PROJECT DESIGN & METHODOLOGY

**Primary data:** The primary data collected through internship in Flipkart Launchpad internship at Haringhata RDC. It was collected by the means of structured questionnaire from the employees and the consumers. Some of the data was also collected by the means of interviewing method with the help of unstructured questions. Also I asked question to Operation Manager Mr. Santosh Rakh and in charge of SCM. With their input on the purchase, Logistics, Order Processing, Supplier Management and Customer Support.

**Secondary data:** The data was gathered through sources like articles, company website, annual report ITC, other websites.

**Sampling Technique:** Random sampling was used to take the responses of the peoples without any bias like gender, age, income etc.

**Target Population:** The target population of the study was Eastern region of Odisha.

**Age Group:** The target population's for all age groups with no upper or lower limits.

## **RESEARCH DESIGN**

**Definition of Research Design:** A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which the research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

### **Types of research design:**

- ☐ Exploratory research design.
- ☐ Descriptive research design.
- ☐ Casual or experimental research design.

**Exploratory research design:** Exploratory research studies are also termed as formularize research studies. The main purpose of such studies is that of formulating a problem for more precise investigation of developing the working hypotheses from an operational point of view. The major emphasis in such studies is on the discovery of ideas and insights.

**Descriptive research design:** Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. Studies concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are all examples of descriptive research. Most of the social researches come under this category.

**Casual or experimental research design:** Causal research design deals with determining cause and effect relationship. It is typically in form of experiment. In causal research design, attempt is made to measure impact of manipulation on independent variables (like price, products, advertising and selling efforts or marketing strategies in general) on dependent variables (like sales volume, profits, and brand image and brand loyalty). It has more practical value in resolving marketing problems. We can set and test hypotheses by conducting experiments.

### **Research Limitations :-**

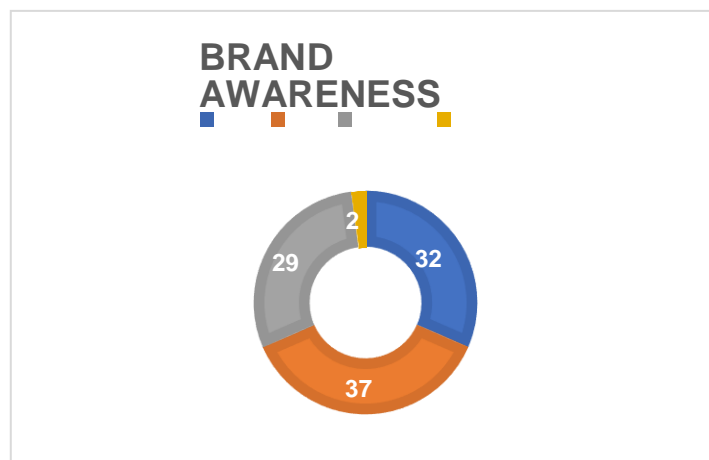
- ☐ Limited time span.
- ☐ The study was constrained to Haringhata RDC.
- ☐ There were certain constrains while continuing operation.
- ☐ Some of the employees were not so interested to tell the detail process.

## DATA ANALYSIS AND INTERPRETATION

1. What is your gender?

**Interpretation:** According to survey 63% male employee and 37% Female employee are working in supply chain management system.

2. Numbers of Employees?



**Interpretation:** As per the survey 45.8% of the respondents said that 1500-2000 employees worked in their warehouse, 20.8% said that 1000-1500 workers, 16.7% said that the SCM had less than 1000 employees and 8.3% of the respondents said that 1000 and more employees and other 8.3% of the respondents said that 800 workers work in SCM.

3. Please provide a location of warehouse?

**Interpretation:** According to survey the largest warehouse is in Haringhata i.e. 57% and 43% in favour of ulluberia.

4. What type(s) of commodities are stored in the warehouses?

**Interpretation:** According to the survey 50% said that they are working in large electronic goods .Flipkart warehouse, 41.7% said that they are working in beauty product, 33.3% in furniture & 33.3% in non-large electronic goods, also the 29.2% in fashion products and 20.8% said that they are working in grocery products warehouse.

**5.Is an outside auditor or independent counting service involved in the inventory process?**

**INTERPRETATION:-**According to survey 73.9% respondent said that an outside auditor involve in inventory process and 26.1% respondent said that there was not any outsider auditor involve in inventory process.

6.Is an outside auditor or independent counting service involved in the inventory process?

**INTERPRETATION:-**According to survey 73.9% respondent said that an outside auditor involve in inventory process and 26.1% respondent said that there was not any outsider auditor involve in inventory process.

7.Please indicate the physical controls in place to prevent a loss?

**INTERPRETATION:-**According to this chart 58.3% employee said we can control prevent of loss with the help of camera, 25% said the guard and 16.3 said that camera & security guard help to protect from theft and any other kind of loss.

8. supply chain members are actively involved in standardizing supply chain practices and operations?

**INTERPRETATION:-**According to survey 75% respondent said that everyone actively has involve in supply chain &25% respondent said that not everyone actively has involve in supply chain process.

Q9 .What is the percentage damage to the product at the time of unloading ?

**INTERPRETATION:-**According to survey there was a 43.5% respondent said that ZERO % damage at time of unloading, 39.1% said that 10-15% product damage at time of unloading and 13% respondent said that there was 5-10% product damage at time of unloading only 4.3% respondent said that there was an normal damage which should be acceptable.

Q10 . How much time picking department take to pick the single product and complete dispatch?

**INTERPRETATION:-**According to survey 47.8% respondent said that he will take 2-3 minute to pick and dispatch single product, 39.1% respondent said that he will take 4-6 minute and 13% of respondent said that he will take 7-10 minute to pick and dispatch single product.

### **Findings:**

- ☐ The primary data collected from the employees by interviewing them and information collected by secondary sources led to the following key observations were made to meet objectives of the study.
- ☐ The number of employees assigned for department are not sufficient.
- ☐ Process is time taking as SCM Process is too lengthy.
- ☐ Large number of mistakes took place as there are a huge number of manpower.
- ☐ Some of the products have been delivered with short expiry.
- ☐ study the warehouse management system & the reverse logistic.
- ☐ Got exposure of the concept of Electronic Data Interchange & the Inward & Outward process.

### **Recommendations:**

#### **Issues and Recommendations**

1. A lot of manual labor is used for put-listing and pick-listing in warehouses. This can be addressed through high level RFID use.
2. Warehouse layout needs attention so that there can be increased SKU complexity handle dwell.
3. They need to improve their IT system because at time of inward and outward there is lots of issue face.
4. Incorporating seasonality into the forecasting process will help meet customer expectations manage inventory costs better during peak and shorter periods.
5. There was a disparity between the picker or loader and supervisor, the manager should fix such behavior, give equal respect to everyone - just like everyone gets equal respect in Amazon, be it manager or loader.

☐



**Day to Day work:**

- In the initial days I was assigned with the task to gain knowledge about the industry and the diversified portfolios. So I was working in the warehouse.



- After that I was assigned with Mr. Santosh Rakh(operation manager) who was very kind enough to give me insights of the each and every little thing..





- ☐ In the time of Dussehra festive there was some innovations are going on by Flipkart.



- ☐ Big Billion Days is the biggest Festival at Flipkart. Employees got awarded as best performer and rewarded by gifts and many more surprises. That motivates them even more to perform best.
  - ☐ I was assigned as the lane supervisor first and then took the IRT Team under my control.
  - ☐ I used to calculate the IPP of workers to know the best performer of the day by using Vlookup .
  - ☐ I used to check the product details under IRT team by using the FLO site.
- 
- ☐ This project helped to get a clear exposure of supply chain management process of one of the biggest E-commerce company FLIPKART .
  - ☐ This project also helped me in analysing the data. Knowing major competitors of Flipkart. Learning about the vast diversification and smooth operation of the products. The overall learning experience is quite good.

## **CONCLUSION**

In conclusion, through internship, interview and through survey questionnaire, it was evident that flipkart is a learning organization. Their work process like loading, unloading quality check, inward and outward process are good. The employees are given their 100% to their work. They use multiple system to process the customer's order on time. The management of time is very well. During survey I also targeted some of customer they have some issue regarding delivery flipkart pvt ltd are fail to delivered their product to their customer on time. At time of internship I have noticed that the failure of IT system would be delay in work. Everytime there was an issue on website or disconnection of internet, this is the biggest reason of delaying delivery of order.

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