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Biju Patnaik Institute Of Information Technology & Management Studies

A

PROJECT REPORT

ON

EFFECT OF WAREHOUSE MANAGEMENT AND CONTROL THE PERFORMANCE

OF FLIPKART SERVICE

BY

PRATYASHA DE

REGD. NO 2006258136

UNDER THE GUIDANCE OF

PROF.ANANTA PRASAD NANDA

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DECLARATION

This is to certify that Research study entitled "**EFFECT OF WAREHOUSE MANAGEMENT AND CONTROL THE PERFORMANCE OF FLIPKART SERVICE**" is prepared by **MR. PRATYASHA DE REGD NO. 2006258136** under guidance and supervision of **PROF.ANANTA PRASAD NANDA** during Academic session of 2020-2022 as a partial fulfilment of MBA from **BIJU PATNAIK UNIVERSITY OF TECHNOLOGY** Rourkela, Odisha. This thesis not formed before the basis for the award of any degree, diploma or any other similar titles.

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CERTIFICATE

This is to certify that **Mr. PRATYASHA DE**, Pursuing MBA from **BIITM,** Bhubaneswar bearing Regd. No. **2006258136** has successfully completed his dissertation report on "**EFFECT OF WAREHOUSE MANAGEMENT AND CONTROL THE PERFORMANCE OF FLIPKART SERVICE"** under my guidance for partial fulfilment of his **Masters in Business Administration** for the session (**2020-2022**)

Date:-

Place:-Bhubaneswar   **Ananta Prasad Nanda**

                                                                      Internal Guide

Flipkart

LAUNCHPAD
◄Internship Program►

CERTIFICATE
of Internship Completion

This certificate is awarded to

Pratyasha De

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

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Place:- Bhubaneswar

Date:-   **PRATYASHA DE**

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CHAPTER-1
INTRODUCTION

INTRODUCTION

Flipkart is something which has really opened up the Indian e-commerce market and that also in a big way. Flipkart was co-founded by Sachin Bansal and Binny Bansal in Oct 2007. Both are graduates from IIT-Delhi and have prior work experience in Amazon.com They both were solid coder sand wanted to open a portal that compared different e-commerce websites, but there were hardly any such sites in India and they decided to give birth to their own e-commerce venture- Flipkart.com Thus was born Flipkart in Oct 2007 with an initial investment of 4 lac (co-founders savings).

It was never going to be easy since India has had bad past experiences with e-commerce trading. It was not an easy segment to break into, people were very particular in paying money for something which they had not seen and received. The trust was missing in the Indian customers. So what Flipkart had to do was to in still trust and faith in their customers. And they did exactly the same, will discuss more on how they did so later in the post. Flipkart began with selling books, since books are easy to procure, target market which reads books is in abundance, books provide more margin, are easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive, so the amount of money a customer has to spend to try out one's service for one time is very minimal. Flipkart sold only books for the first two years. Flipkart started with the consignment model (procurement based on demand) i.e. they had ties with 2 distributors in Bangalore, whenever a customer ordered a book, they used to personally procure the book from the dealer, pack the book in their office and then courier the same. Since there were not any established players in the market, this allowed them a lot of space to grow, and they did in fact grew very rapidly.

Flipkart started with consignment model as discussed above, since most of the customer issues like delivery delays etc. result from procurement model, the company started opening its own warehouses as it started getting more investments. The company opened its first warehouse in Bangalore and later on opened warehouses in Delhi, Kolkata and Mumbai. Today the company works with more than 500 suppliers. As on date more than 80% orders of Flipkart are handled via warehouses which help in quick and efficient service. A humble beginning from books, Flipkart now has a gamut of products ranging from: Cell phones, laptops, computers, cameras, games, music, audio players, TV's, healthcare products, washing machines etc. etc. Still, Flipkart derives around 50% of its revenue from selling books online.

Flipkart Warehouse:

Flipkart has emerged as one of the best ecommerce marketplaces among the Indian audience. It provides a platform to small and big sellers. To reduce the delivery duration for customers and enhance the order processing for sellers, Fulfilment by Flipkart was introduced. Everything that these centres do right from the point when order is placed to the point where the order is delivered to the customer, this entire process can be termed as fulfilment.

Flipkart has a large number of sellers on its marketplace across India and not all of them had modern practices to ship the orders faster and warehousing practices. So to overcome this, this plan was implemented.

Flipkart warehouse or Flipkart Fulfilment Canter is a third party service by Flipkart which provides services of warehousing and shipping to the sellers. The sellers can store their

inventory across fulfilment canters of flipkart and they will take care of the rest. Flipkart has their own logistics – Ekart which delivers the products to customers. Ekart is said to be the biggest logistics partner which delivers across 3800+ zip codes.

The ecommerce major began this smart fulfilment solution with three cities in the beginning establishing flipkart warehouse locations – Bangalore, Delhi and Hyderabad. Flipkart warehouse in Hyderabad is said to be the biggest and busiest warehouse. When orders are received, flipkart will pack, ship and deliver the order to the customer.

The cases of returns and exchanges by the customer or courier companies are also handled by Flipkart. Sellers can easily track their inventory, have an automated workflow and get the entire inventory view through smart fulfilment by flipkart.

The businesses which do not have a warehouse of their own, those who find it difficult to manage their inventory and do not have enough manpower for their warehouse or those who have a warehouse but only for B2B shipments and not for B2C can opt for the fulfilment service by flipkart.

Flipkart warehouse in Kolkata Invested approx. Rs 600 Cr and built the fulfilment canter across 80 acres of land. These efforts in building new centres shows how keen Flipkart is to expand sellers reach and provide productivity in their business.

Also with this fulfilments program there were so many employment opportunities created.

Fulfilment Services

There are three types of fulfillment services provided by Flipkart

1. Seller Fulfilment

Once registered as a Flipkart seller, by default the seller's fall under this fulfilment type. Seller is responsible to process, pack, ship the orders and manage the inventory all by themselves. Once the order is packed and ready, Ekart executives will collect the order.

2. Smart Fulfilment

Smart Fulfilment helps the sellers to manage their inventory by arranging them in the warehouses by flipkart, order processing and inventory management, packing and shipping the orders. So everything is managed by the fulfilments canter.

3. Flipkart Fulfilment

All the packaging and customer service will be provided by Flipkart. This is one of the best service for flipkart sellers to increase visibility and sales of their products.

Benefit Of Flipkart Fulfilment Centre:

1. Order Processing and Faster Delivery

The order processing becomes hassle free for sellers. Flipkart takes care of the packing and shipping of orders as orders received. Sellers do not have to worry about late deliveries, as the delivery process is faster through fulfilment centers. So the entire order processing becomes seamless for the sellers. Customers are more than happier to receive the orders before estimated delivery dates.

Fulfilment by flipkart has made the order processing easier than ever. Sellers can easily manage their inventory, sales and business using the fulfilment plan. Earlier when there were no such programs, the order processing was not an easy task to handle. To process so many orders, pack and ship but fulfilment by flipkart has taken over all of these responsibilities.

2. Quality checks

Before adding the inventory to the warehouse, a rigorous quality check is performed by Flipkart. Once this quality test is passed only then the inventory is stored in the fulfilment centre.

As quality plays an important role for the customers, to receive the order in good condition and not in damaged condition, by doing these quality checks, Flipkart lets the customers build a trust on it.

For the sellers who have default Seller Fulfilment, there are chances that damaged products could be shipped to the customer as no quality checks are performed by them on a daily basis. the customer would like to return the item. It is a very tedious cycle. So through high quality checks, these multiple layers are eliminated.

3. Quality Packaging

Quality Packaging is important, if not done in the right manner, damage will be caused to the products. Flipkart Fulfilment canters use high quality packaging materials to make sure that products do not damage and reach to the customers safely.

So through quality packing customers also gain a trust on Flipkart. Due to such virtues Flipkart is the most loving ecommerce marketplace in India.

4. Flipkart Assured badge

The products which will be processed to the customers from the fulfilment centres, are of high quality, less number of customer returns and good reviews by customers will be labelled with an Assured badge which will give assurance to the customers that Flipkart has done the quality checks and will ship the products by themselves.

Customers can even have 7 days hassle free returns on these products. So with this badge, there are chances of increase in the sales. The items which do not have this badge will continue to ship from the seller.

So this badge assures quality and speed assurance to the customers. It is noted that these products are bought in higher numbers due to this badge.

If this badge is achieved, delivery charges are applied by Flipkart and if this badge is lost, sellers have to set delivery charges.

5. Inventory across multiple warehouses

As the fulfilment centers are spread across India, sellers could even store their inventory across multiple warehouses. It is estimated that there are 34-35 warehouses/fulfilment centers all over India. So as per Flipkart norms, you can store the inventory across multiple warehouses, so there is a possibility that orders for those warehouses will ship faster.

In a normal workflow once an order is packed and is ready to be shipped, Ekart agents collect the order from the seller and deliver it to the customer. In flipkart fulfilment, this step gets cut off, so as the item is shipped directly from the fulfillment centers, it reaches the customer faster.

Inventory management and its important:

Inventory management helps maintain the right amount of inventory to meet your customers' demands. It includes picking a product from the warehouse, packing it, shipping it through the logistics partner and finally ensuring delivery to the customer. Paying attention to inventory management is extremely important to efficiently run the business while avoiding losses. It deals with knowing when to order, as well as how much to order and how to organize your inventory.

This helps avoid any instances of:

- Excess/unwanted inventory that has a high holding cost and blocks your capital.

- Aged inventory that incurs a high holding cost at Flipkart's warehouse

- Shortage of inventory that forces to cancel orders. As a result fulfill orders on time and work way towards a better Seller Score.

Benefits of inventory management:

- Timely order fulfilment

- Lower inventory holding costs

- Better cash flow

- Lower instances of packing and shipping the wrong product

- Fewer seller cancellations due to insufficient stock

- Ability to meet fluctuating demand

- Ability to compete with other sellers in a dynamic marketplace

Warehouse Management System

The Warehouse Management System is designed to improve every aspect of a company's warehouse operations providing an organized approach to managing efficiency. Bar code 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, putway 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 allocation space permanently, as it often leads to less used space.

Fulfilment 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 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 opportunites.

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.

Procedure

Flipkart team map their supply chain end they know perfectly how many hours and minute he take 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, 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 form 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.

FIELD WORK

Process of flipkart warehouse management

Flipkart's Warehouse Management
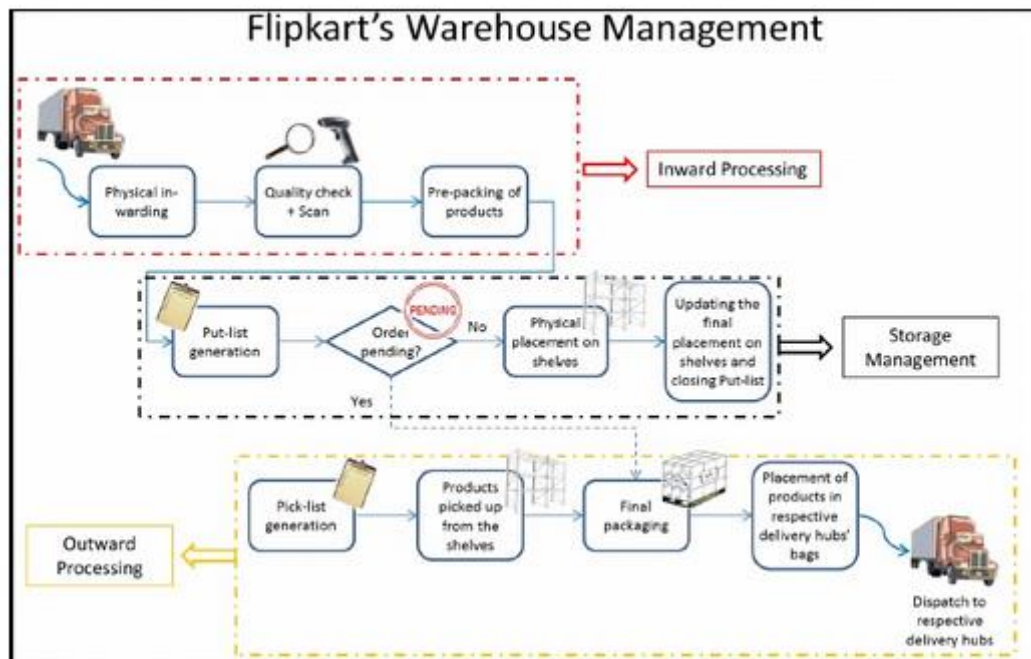
Inward Processing

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 projections. 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, Descripton. 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 sellers 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
- IRN Receiving
- IRN Submission
- Put list Creations

Outward Processing

- Pick list Generation
- In Scan
- Gate In
- Gate Out

Return Process

- Reverse Logistic
- Gate In

- Return Received
- Detailed Product Verification

OBJECTIVE OF THE STUDY

- To Study Consumers Shopping Behaviour in Flipkart.com
- To know to level of satisfaction by consumer

SCOPE OF THE STUDY

The Study has been conducted during the month of September – October 2021. The Study is conducted in Flipkart.com The scope of the project is to know the consumer shopping behaviour in flipkart.com

- It helps to understand the company's present situation
- The study also enables a comparative analysis of the customer satisfaction, that which helps every company to keep the existing customer and to build the customer.
- To know the promotional activities of the products. To know the frequency of buying in Flipkart.

RESEARCH METHODOLOGY

The project is a systematic presentation consisting of the collected facts of data, analysed facts of data, analysed facts and proposed conclusions in from of recommendations

Type of Research

Descriptive Research design a research design is the specifications of methods and procedures for acquiring the information needed to structure or solve the problem. It is the overall operational pattern or framework of the project that stimulates what information is to be collected from which source and by what procedure. On the basis of major purpose for my investigations was found to be most suitable as the data is collected from the wide range of prospects that are located in different locations of the city. This type of research has the primary objective to describe a situation subject and behaviour.

Data

Primary data was collected through calling and google from

Secondary data was collected through internet, various website, flipkart hub

The Study was Conducted during the month of September to October 2021. Data for the study have been collected from both secondary and primary sources. A questionnaire has been developed to elicit the data from primary sources. Samples of 100 respondents were chosen on purposive basis from consumer shopping behaviour. The study taken customer buying decision, Customer Prefer Buying Time all the area are covered.

LIMITATION

- Time is a major constraint throughout the study
- As survey was restricted only 100 People
- In the survey respondents may be careless and may not give correct answer to the questions, because of any reasons.

- The data and the report have been collected & prepared respectively during the period of COVID-19 pandemic lockdown so sources of data collection were capped to a certain reach
- Some part of the target population choose not to respond.

CHAPTER-2
COMPANY PROFILE & INDUSTRY ANALYSIS

COMPANY PROFILE

FLIPKART:-

Flipkart is an Indian e-commerce company headquartered in Bengaluru. It was acquired by Walmart, American retail titan, for $16 billion in May 2018. In 2007, Sachin Bansal and Binny Bansal started Flipkart and since then, Flipkart has only seen highs, selling a wide variety of products online like Amazon.

In the initial years, Flipkart focused on selling books but today the catalog covers categories like electronics, fashion, home essentials, groceries, and lifestyle products. More than 1 billion people have shopped using Flipkart, making the e-commerce giant one of the most popular and trending e-retailers in India. Flipkart also has subsidiaries like Myntra, Phonepe eBay, Ekart, Jeeves, and Jabong. Flipkart also launched Shopsy on July 2, 2021, which is designed to behave like an app that will encourage the nation's entrepreneurs to reap all the benefits of the digital ecommerce that comes their way without investments. The app will have 0% commission from the sellers and will extend to around 200-500 million budget-friendly customers.

Today, Flipkart has over 100 million registered users, 100 thousand sellers, and 21 state-of-the-art warehouses. It also boasts about 10 million daily page visits and over 8 million shipments/month. Flipkart is a subsidiary of Walmart

Flipkart

Type	Private
Industry	E-commerce
Founded	2007
Founder	Sachin Bansal, Binny Bansal
Headquarters	Bangalore, Karnataka, India (Operational HQ) Singapore (Legal Domicile)
Area Served	India
Key People	Kalyan Krishnamurthy (CEO)
Service	Online Shopping
Parents	Walmart
Subsidiaries	PhonePe, Myntra, Cleartrip, Ekart, Jeeves, 2Gud, Shopsy
Website	www.flipkart.com

Name   Flipkart Means flipping things into shopping kart

Tagline   Ab Har Wish Hogi Poori
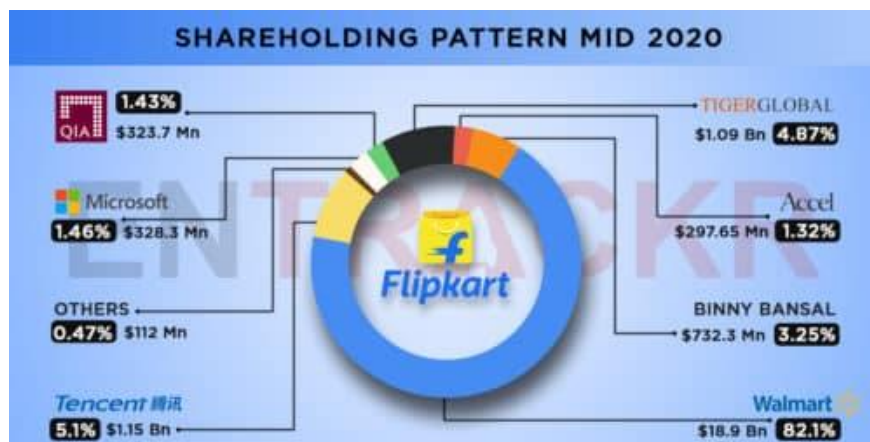
HR Policy:-

Flipkart is the first E-Commerce company in India who has taken several initiatives to maintain a work life balance for their employees. Looking at the workforce demographics where 35% of the employees are new married couples with an average age of 29 years at Flipkart, the organisation has launched a new **Child Care Policy** where four reputed crèches have been tied up under the **Day-care Support Program.** Flipkart employees are allowed to enrol their children up to 4 years in any of these crèches and avail a discount of 50% on the fee. The four crèches that has been selected for providing the facility for Flipkart employees is based on the facilities and convenience of location. These crèches are We Care, Klay, Vivero, and YKROK.

Recently Flipkart also introduced 6 months **PAID maternity leave** in addition to the 4 months of flexible working hours. Not only this, if required a 1 year career break without pay. Even the expectant mothers are also entitled to receive Rs.600 as their daily transport allowance for 2 months before going on maternity leave. Even dedicated parking spot for two months before and after delivery is facilitated. Other benefits are Baby shower and Gift Basket loaded with goodies. In addition to this, the organisation also has started the **Adoption Assistance Program** where employees are paid adoption leave with Rs. 50000 as adoption allowance to cover the legal and regulatory costs incurred during the adoption process. The maternity leave options are same in case of the adoption process also. Moreover, the adoptive fathers will be granted a PAID Leave of 6 weeks under this program. As an add on this policy, an unpaid leave for upto 3 months will also be available with an assurance of continuity on the same job.

These policies are aimed to attract ,motivate and retain more quality talents ensuring total engagement of employees.

ORGANIZATION CHART

Financial Performance:-

Flipkart Private Limited reported a **revenue amounting to approximately 346 billion Indian rupees** in financial year 2020. Additionally, the e-commerce player had an increase of 12 percent in its revenue, compared to the previous year. This was a 12 percent growth compared to the previous year's revenue.

Total Revenue:-

Walmart-owned e-commerce major Flipkart has reported a revenue of Rs 34,610 crore for the financial year 2019-20 – an increase of 12 per cent over the previous year.

Market Capitalization:-

Flipkart announced a round of funding from various global investors which raised another USD 3.6 billion for the mega-unicorn, taking its value to USD 37.8 billion.

Business Model:-

Flipkart works on a B2C business model i.e. Business to Consumer model. The company initially began with a direct consumer model wherein it sold books and some other products. Today, it has become a marketplace with a huge catalog of products—right from FMCG to electronics and books. Flipkart claims it has over 80 categories and over a million sellers on board from all across India.

The company started a unique feature of value preposition by offering 24 x 7 support to the customer. Flipkart charges a certain amount or percentage of commission from the sellers, which vary depending on the type of product and the kind of sales. This may range from 5% to 20% excluding the taxes and discounts.

Flipkart announced the launch of 'Flipkart Xtra' on September 22, 2021, which will serve as a new marketplace for the company that will onboard several part-time delivery partners from across the country. Furthermore, it will also help in offering flexible earning opportunities to individuals, service agencies, and technicians. Besides, this new marketplace is also designed to support Flipkart's supply chain to ensure faster and seamless delivery of products to Indian customers.

The new 'Flipkart Xtra' app will allow the delivery partners of the company to sign up from anywhere along with offering them the flexibility of choosing their preferred schedule to deliver shipments.

Flipkart hopes that the Flipkart Xtra will be capable of generating around 4000 new jobs in the upcoming festive season. The news is almost exhilarating both for the company and the customers because of the 'Big Billion Days' sales that are near, scheduled to begin on October 7, 2021. The Big Billion Days sales will be huge this year, estimated to bring forth higher sales for the company and will be continuing till October 12, 2021, where Flipkart Xtra, as an alternate delivery model, will help greatly.

Launched in July 2021, the Shopsy app of Flipkart has only passed 100 days of its launch but claims to have garnered over 2.5 Lakh sellers and 51 Lakh users and is basking in its own success, as of October 9, 2021. The social commerce venture of Flipkart has witnessed 35x growth of the pre-festive daily average, in the festive sale that is ongoing, as per 9th October 2021's reports. Shopsy witnessed 35x growth of the pre-festive daily average. Furthermore, the company is also seeing around a 100x week-on-week growth on its social commerce model, which helps in assisted shopping, and charges commission from advertisements and sellers working through its platform. This is why the company is striving to get a bigger share in the grocery ecosystem in the upcoming months.

Product Details:-

Presently, Flipkart facilitates over 80 million+ products across the range of over 80 categories, and including own brand **Billion**. With the customers getting increasingly reliant on online shopping and the convenience it provides, ecommerce sellers have a promising scope for growth with Flipkart.
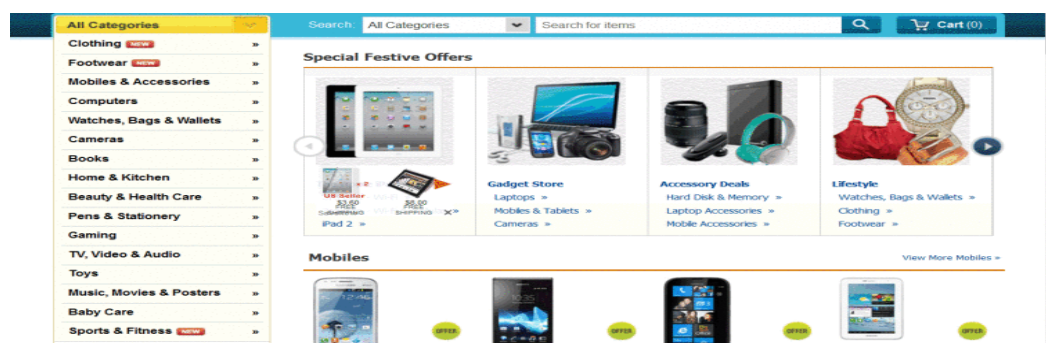
Marketing Strategy of Flipkart analyses the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). There are several marketing strategies like product innovation, pricing approach, promotion planning etc. These business strategies, based on Flipkart marketing mix, help the brand succeed.

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

<u>Flipkart Strategy</u>

Product Strategy:

The product strategy and mix in Flipkart marketing strategy can be explained as follows:

Flipkart sells products in more than 80+ categories ranging from books, clothing to electronics, mobiles and appliances. Flipkart can be considered as a service platform which acts as an interface between sellers and buyers. Hence the product offering in its marketing mix is divided broadly into two.

Product to the Seller

Flipkart is a platform to showcase his product. It also provides analysis of the products sold by the seller on its website like how many units are sold, how much profit he is making, opportunity to promote his product, the type of logistic channel which will provide him better profits and which product is not selling and several analyses for the same. Flipkart also provides the option of Flipkart assured where the products of the seller are kept in warehouses owned by Flipkart. The products are picked, packed and dispatched by Flipkart mostly through its logistic partner E-kart.

Product to Buyer

A platform where he can access products sold by several companies and vendors and decide on the product to buy based on the price and other criteria like vendor capability to deliver the promised item. Flipkart also provides a hassle-free payment system- pay online through debit, credit, net banking and Cash on delivery. A sub category service offered by Flipkart to its providers is Flipkart assured where the product bought by the buyer undergoes 6 quality checks and fast and free shipping. Flipkart provides the rating of the product and the seller which helps the buyer make right decisions.

Pricing Strategy

Flipkart has built its pricing model in such a way so that it competes with other ecommerce players. By following the marketplace model Flipkart reduced the price by forcing the sellers

to compete among themselves to provide the cheaper product. Flipkart does not charge for its delivery service if the order is more than Rs 500 but charges a nominal charge for less than Rs 500 in the case of Flipkart assured. If the product is directly shipped by the seller, then the seller charges of shipping apply. Flipkart also offers one-day delivery where the product is delivered within a day but in this case Flipkart charges extra service charge and installation option for a price in certain locations. This gives an overview of the pricing strategy in the Flipkart's marketing mix.

Other facility for buyers include

• Availability of E- wallet and E-gifts facility.

• EMI facility for certain products

Flipkart charges monthly warehouse charges, referral charges and shipping charges from the seller. These charges vary according to the option chosen by the seller.

Place & Distribution Strategy:

Flipkart follows a hub and spoke model. It has 21 state of the art warehouses. Here the products are initially sorted and packed. Goods move from these warehouses or fulfilment centres to mother hubs. Mother hubs are located at the centre of a 200 kilometre radius zone that consists of 3 to 5 major cities that accounted for majority of demand as well as numerous smaller cities. From the mother hubs, the goods are transported to local hubs from where the delivery van or bike picks and delivers the products. Flipkart deliver products to customers pan India through an extensive deliver network.

 Promotion & Advertising Strategy

Flipkart started with their famous campaign in 2011 under the name "No kidding no worries". Here the campaign was about kids acting in adult roles. These ads have made a comeback recently but now concentrating on "Get The Best Of Everything On Flipkart **#PerfectBuy**! ". Flipkart has been aggressive in its promotion and advertising strategies as a

part of its marketing mix. Flipkart promotes through print media sometimes through a full-page ad especially during their Big Billion Day. Big Billion day is a promotion tool used by Flipkart where throughout the day Flipkart sells products at a cheaper rate sometimes providing huge discounts. Flipkart has other promotional tools like big freedom sale, deals of the day, offer zone page on its website and app.

Major digital marketing done by Flipkart

• Uses its app to send pop ups to its customers of the latest offers

• Makes use of data mining and ad words to send dedicated ads to prospective customers

Since this is a service marketing brand, here are the other three Ps to make it the 7Ps marketing mix of Flipkart.

People:

Flipkart direct mode of contact with the buyer is through the customer care centre which considers cancellation, supplier issues, product damage issues and other issues faced by the customer while conducting a transaction. The other mode of contact with the buyers is through the app and the website. These modes are indirectly linked to the people in the company as the IT infrastructure and the website has to be updated and safeguarded from crashes as this might lead to huge losses for the buyers, sellers and Flipkart as a whole. The point of contact with the seller is through the seller portal on Flipkart and through the Business development executives. If the buyer is taking Flipkart assured the packaging and parcelling of the product is done by Flipkart executives and the product undergoes 6 quality checks which helps the seller provide high quality products to the customers. So highly qualified individuals are hired by Flipkart for the same.

Physical Evidence:

Flipkart offices, delivery boxes, packaging material etc are all a part of its physical evidence. The product delivered by Flipkart is well packaged and cushioned to avoid damages to the product. The product also undergoes 6 quality checks as mentioned earlier so as to deliver high quality products. Prompt delivery of the product, the 7-day return policy, site and app user interface, and the cash on delivery option add to the physical environment provided by Flipkart.

Process:

Flipkart has several business processes in place to ensure smooth execution of its services and deliveries. As soon as the person lands on Flipkart page the offers and the products browsed by the customer before are listed. The buyer can choose the option of buying the product or adding it to the cart and shop for other items. As soon as the product is ordered the product is packed, processed and shipped from the fulfilment centres. The product can be tracked by the user from the fulfilment centre to the point of actual sale. In case of Cash on delivery the person pays the amount to the person who comes to deliver the product. Else if paying online the payment gateways are used by Flipkart to purchase the product. Every process is made sure that it is hassle ad bug free by Flipkart. Hence this concludes the Flipkart marketing mix.

Customer Segment:

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.

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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.

INDUSTRY ANALYSIS

Industry Analysis:

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

According to NASSCOM, despite COVID-19 challenges/disruptions, India's e-commerce market continues to grow at 5%, with expected sales of US$ 56.6 billion in 2021.
The Indian e-commerce sector is ranked 9th in cross-border growth in the world, according to Payoneer report. Indian e-commerce is projected to increase from 4% of the total food and grocery, apparel and consumer electronics retail trade in 2020 to 8% by 2025. India's e-commerce orders volume increased by 36% in the last quarter of 2020, with the personal care, beauty and wellness (PCB&W) segment being the largest beneficiary. E-commerce sales in India were estimated to increase by only 7-8% in 2020, compared with 20% in China and the US. The e-commerce market is expected to touch the US$ 84-billion mark in 2021 on the back of healthy growth in the Indian organised retail sector.

As most Indians have started shopping online rather than stepping outside their houses, the Indian e-commerce sector witnessed an increase. India's e-commerce festive sale season from October 15 to November 15 in 2020 recorded Rs. 58,000 crore (US$ 8.3 billion) worth of gross sales for brands and sellers, up 65% from Rs. 35,000 crore (US$ 5 billion) last year. 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. India's e-commerce order volume increased by 36% in the last quarter of 2020, with the personal care, beauty & wellness (PCB&W) segment being the largest beneficiary. Driven by beauty and personal care (BPC), India's live commerce market is expected to reach a gross merchandise value (GMV) of US$ 4-5 billion by 2025.

For the 2021 festive season, Indian e-commerce platforms are anticipated to generate over US$ 9 billion gross GMV (Gross Merchandise Value), a 23% increase from last year's US$ 7.4 billion.

Huge investments from global players—such as Facebook, which is investing in Reliance Jio—are being recorded in the e-commerce market. Google also reported its first investment worth US$ 4.5 billion in Jio Platforms. This deal was followed by the purchase of Future Group by Reliance Retail, expanding the presence of the Ambani Group in the e-commerce space.

Much of the growth in the industry has been triggered by increasing internet and smartphone penetration. As of July 2021, the number of internet connections in India significantly

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

Smartphone shipments in India increased by ~23% YoY to reach 38 million units in the first quarter of 2021, driven by new product launches and delayed demand from 2020. Xiaomi led the Indian smartphone market with 26% shipping, followed by Samsung (20%).
By 2025, India will be home to 650 million users who consume short-form videos.
The Government of India's policies and regulatory frameworks such as 100% Foreign Direct Investment (FDI) in B2B E-commerce and 100% FDI under automatic route under the marketplace model of B2C E-commerce are expected to further propel growth in the sector. As per the new FDI policy, online entities through foreign investment cannot offer the products which are sold by retailers in which they hold equity stake.
As of October 11, 2021, the Government e-Marketplace (GeM) portal served 7.78 million orders worth Rs. 145,583 crore (US$ 19.29 billion) to 54,962 buyers from 2.92 million registered sellers and service providers.

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

Players:
Amazon
Flipkart
Myntra
Snapdeal
Meesho
Nykaa
Paytm Mall

Market Size:
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 2021, 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 connections, ~61% connections were in urban areas, of which 97% connections were wireless.

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 edtech 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 $50 billion in 2020, India became the eighth-largest market for e-commerce, trailing France and a position ahead of Canada.
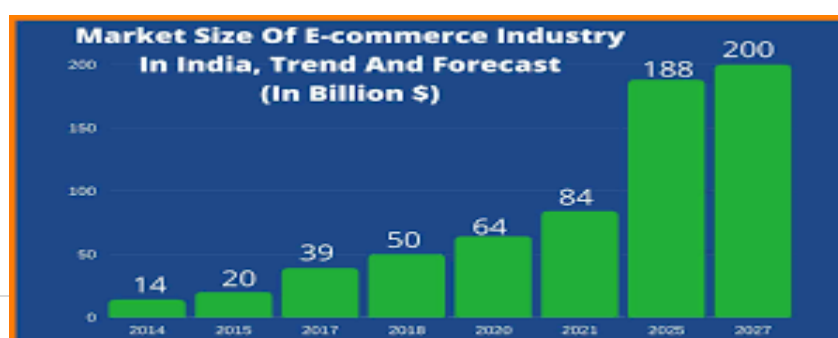
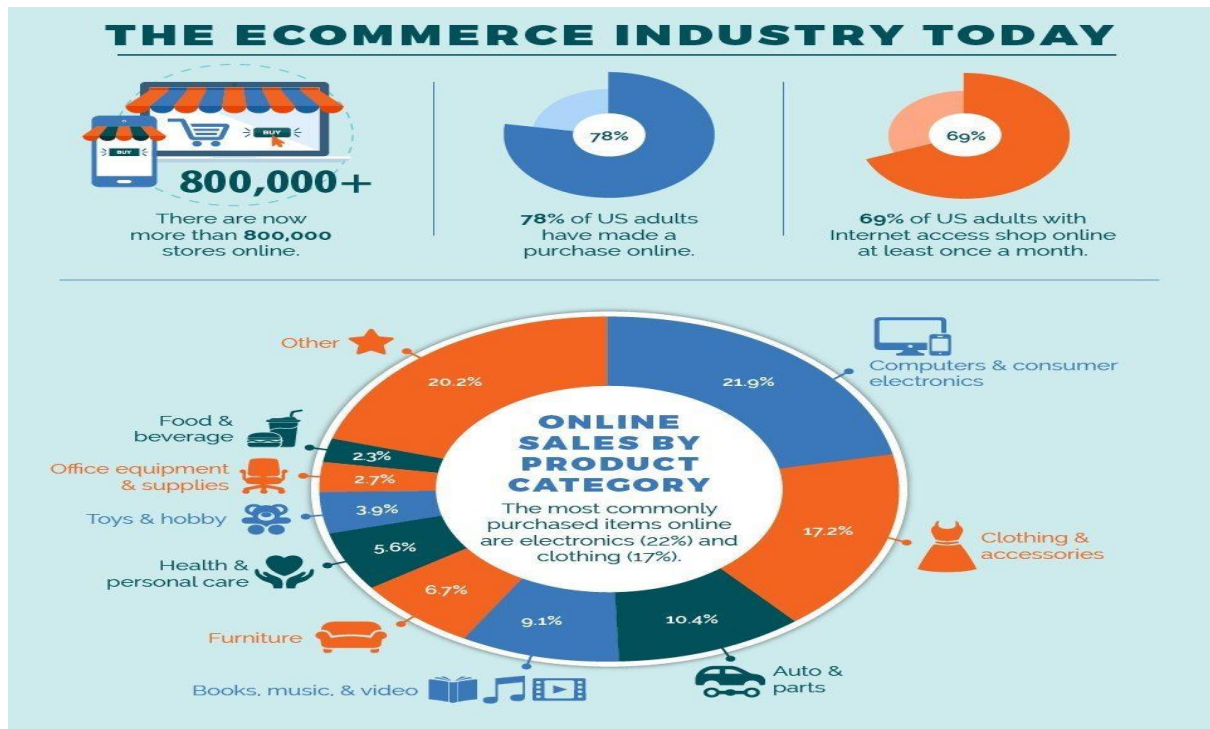According to NASSCOM, despite COVID-19 challenges/disruptions, India's e-commerce market continues to grow at 5%, with expected sales of US$ 56.6 billion in 2021. Propelled by rising smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected 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.
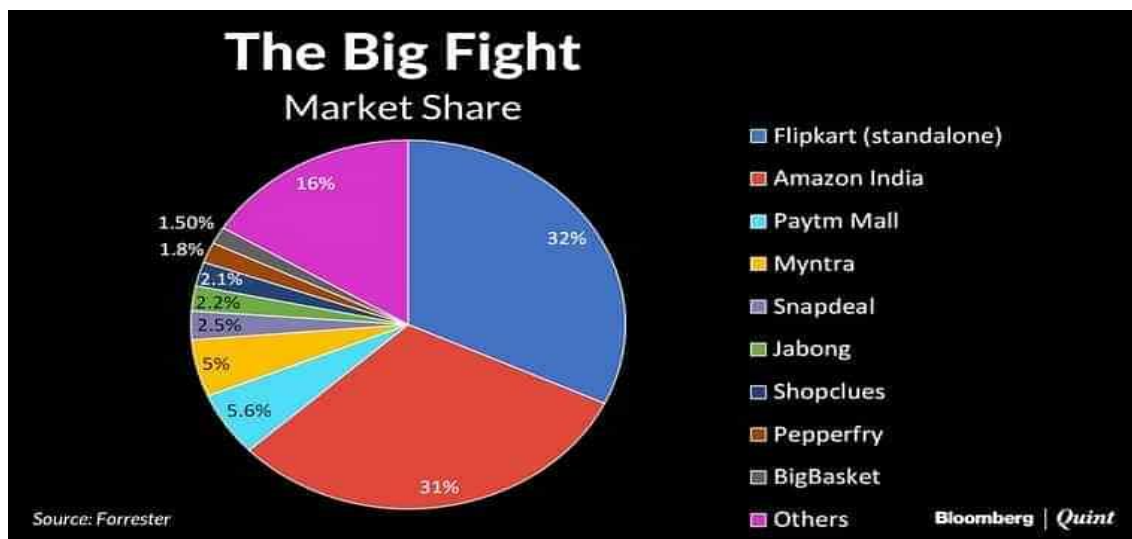In October 2021, the e-commerce sales reached US$ 4.6 billion, supported by the festival season in India.

THE ECOMMERCE INDUSTRY TODAY

800,000+
There are now more than **800,000** stores online.

78%
78% of US adults have made a purchase online.

69%
69% of US adults with Internet access shop online at least once a month.

ONLINE SALES BY PRODUCT CATEGORY
The most commonly purchased items online are electronics (22%) and clothing (17%).

- Other — 20.2%
- Food & beverage — 2.3%
- Office equipment & supplies — 2.7%
- Toys & hobby — 3.9%
- Health & personal care — 5.6%
- Furniture — 6.7%
- Books, music, & video — 9.1%
- Auto & parts — 10.4%
- Clothing & accessories — 17.2%
- Computers & consumer electronics — 21.9%

Market Share Of Players:

According to Forrester Research, by October 2020, Flipkart had 32% market share — making it the largest online retailer in India. Meanwhile, Amazon India is slightly behind in second, with a 31% market share.


The Big Fight
Market Share

- Flipkart (standalone) — 32%
- Amazon India — 31%
- Paytm Mall — 5.6%
- Myntra — 5%
- Snapdeal — 2.5%
- Jabong — 2.2%
- Shopclues — 2.1%
- Pepperfry — 1.8%
- BigBasket — 1.50%
- Others — 16%

Source: Forrester

Bloomberg | Quint

Porters 5 Force Model Analysis:

Porter Five (5) Forces Model was proposed by Michael E. Porter in 1979. The purpose was to assess and evaluate the competitive positioning and strengths of business organisations. The

model has three horizontal competitive forces (Threat of Substitute Products or services, the threat of new entrants and rivalry among existing firms) and two vertical forces (Bargaining power of buyers and bargaining power of suppliers).

These forces shape the competition within any industry. The overall industry competitiveness declines when these forces reduce profitability. Porter found SWOT analysis lacking in rigour. Many new companies use the Porter Five (5) Forces Model to decide whether it is profitable to enter in a particular industry.
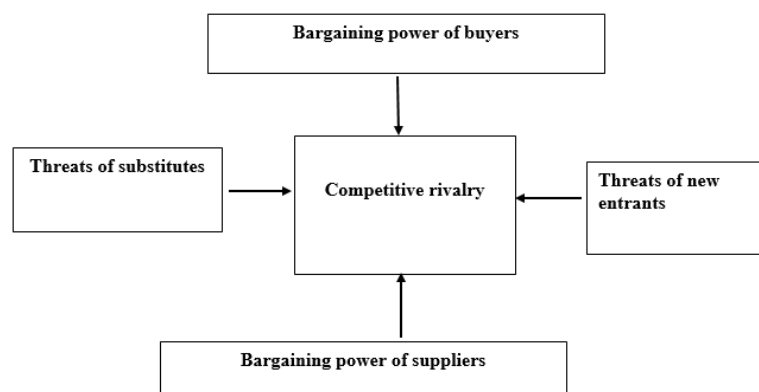
Porter Five (5) Forces Analysis:

Application of this model can help Flipkart com to determine the industry attractiveness and understand its competitive positioning in the market. The analysis can also be used to make some strategically wise decisions that could improve the performance of Flipkart com and ensure long-term survival.

Threats of new entrants:

Threat of new entrants reflects how new market players impose threats to the existing market players. If the industry will be profitable and barriers to enter the industry will be low, it will attract more players and hence, the threat of new entrants. will be high.

Some factors that reduce the threat of new entrants for Flipkart:

- 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 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 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

Tackle the Threat of New Entrants

- Flipkart can develop brand loyalty by working on customer relationship management. It will raise psychological switching costs.
- It can develop long-term contractual relationships with distributors to widen access to the target market.
- Flipkart can also an investment in research and development activities, get valuable customer data and introduce innovative products/services to set strong differentiation basis.

Threat of Substitute Products or services:

The availability of substitute products or services makes the competitive environment challenging for Flipkart com and other existing players. High substitute threat shows that customers can use alternative products/services from other industries to meet their needs. Various factors determine the intensity of this threat for Flipkart com

The Threat of Substitute Products or services increases when

- A cheaper substitute product/service is available from another industry
- The psychological switching costs of moving from industry to substitute products are low.
- Substitute product offers the same or even superior quality and performance as offered by Flipkart product.

However, this threat is substantially low for Flipkart when

- 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.

Process to tackle the Threat of Substitute Products or services

- Flipkart can reduce the Threat of Substitute Products or services by clearly emphasising how its offered product/service is better than the available substitutes.
- It should provide convincing reasons to the customers by offering a better experience and high value for money.
- It can raise switching costs by working on loyalty.
- Lastly, it can improve the quality, maximise value for money and set strong differentiation basis to discourage customers from using the substitute product.

Bargaining Power of Suppliers

Bargaining power of suppliers in the Porter 5 force model reflects the pressure exerted by suppliers on business organisations by adopting different tactics like reducing the product availability, reducing the quality or increasing the prices. When suppliers have strong bargaining power, it costs the buyers- (business organisations). Moreover, high supplier bargaining power can increase the competition in the industry and lower the profit and growth potential for Flipkart Similarly, weak supplier power can make the industry more attractive due to high profitability and growth potential.

Bargaining power of suppliers will be high for Flipkart 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 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 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 if:

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

Porter 5 force model implications

The application of Porter five (5) forces model in real-world context allows organisations to .make wise strategic decisions. Impact and importance of each of the five forces is context dependent. By using Five Force analysis, Flipkart can determine the industry attractiveness, make effective entry/exit decisions and assess the influence of these forces on their own business and competitors. Moreover, the dynamic analysis of this model can reveal important information. For example, Flipkart can combine the Porter 5 force model with PESTEL framework to determine the industry's potential future attractiveness. In some cases, companies do not have the required information to analyse five forces. In such a scenario, the analysis can be conducted with the help of assumptions. Mostly, consultants consider this model as a starting point, and other frameworks (like PESTEL and Value Chain) are used in conjunction for a better understanding of the external environment.

Product Life Cycle

A new product passes through set of stages known as product life cycle. Product life cycle applies to both brand and category of products. Its time period vary from product to product. Modern product life cycles are becoming shorter and shorter as products in mature stages are being renewed by market segmentation and product differentiation. Product life cycle comprises four stage.

- Introduction
- Growth Stage
- Maturity Stage
- Decline Stage

CHAPTER-3

COMPETITOR ANALYSIS

Competitors:

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.

Strength:

- Brand name and valuation
- Presence in 19 Countries
- Customer Centric
- Innovation and cost leadership
- Acquisition
- Superior Logistic and distribution system

Weakness:

- Easily imitable business model
- Lost margin and expansion Challenge
- Loss of competitive advantage

Opportunity:

- Expand Operation in Developing Market
- Expand Physical Store
- Backward Integration

Threats:

- Cybercrime
- Aggressive competition and lawsuits
- Fake Product and Reviews
- Government Regulations

Myntra is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal. The brand is making a conscious effort to bring the power of fashion to shoppers with an array of the latest and trendiest products available in the country.

Strength:

- Merger with flipkart has increased its strength and capacity
- Retention of its independence even after merger.
- Offering of more than 1.5 lakhs products with over 1000 brands
- Efficient supply chain and delivery capability helps it to cater to 90,000+ locations.
- End of season sale" –a huge success, Rs.90 crore worth of goods sold
- Good advertising and marketing campaigns on TV, internet and print

Weakness:

- Intense competition means limited market share growth
- Need of high technology

Opportunity:

- Selling private labels can increase their margin
- Partnership with celebrity designers, Bollywood movies can increase its fashion appeal.
- Bridal collection to tap the big wedding market in India
- Expansion into global markets can boost business

Threats:

- Global competitors like Amazon slowly making its foray
- Fashion segment is becoming popular leading to increased competition
- Economic fluctuations and unfavourable govt policies
- Adding to its niche proposition is its app only business decision and closing website might prevent it from capturing the growing online space.

Snapdeal is India's leading pure-play value Ecommerce platform. Founded in 2010 by Kunal Bahl and Rohit Bansal, Snapdeal is one of the top four online lifestyle shopping destinations of India. Snapdeal brings together a wide assortment of good quality and value- priced merchandise on its platform. Snapdeal's vision is to enable the shoppers of Bharat experience the joy of living their aspirations through reliable, value-for-money shopping. With a personalized, multilingual interface and cutting-edge technology, Snapdeal has simplified the shopping experience for its value-conscious buyers by showcasing the most relevant products- products that are a good functional fit with their needs and of a quality that lasts-thereby delivering true value to its customers. With its commitment to high service standards, Snapdeal suppliers operate under a well-structured ecosystem that enables them to offer great quality products at affordable prices.

Strength:

- The geographic presence in different regions can act as one of the major strength of the organisation. It determines the business's reach to the target market and ensures the easy accessibility.

- The wide product portfolio can allow the organisation to expand the customer base and offset the losses from one product category with benefits obtained from the other.

- Strong online presence on different social networking sites and efficient social media management can enhance the effect of positive e-WOM and develop strong relationships with customers.

- Strong financial position and health can allow the firm to make further investments.

Weakness:

- The organisation can draw the criticism from the environmentalists for its poor waste management practices and inability to integrate sustainability in business operations.
- The company may lose efficiency due to poor inventory management practices. The shortage or excessive inventory can either result into
- The cash shortage or insufficient current assets negatively affect the liquidity position and harms the overall business performance.
- Insufficient budget for the marketing and promotion activities weakens the firms' ability to expand the customer base and encourage repeat purchase.

Opportunity:

- The exponential growth in the population, and particularly in the existing or potential customer segments is a great growth opportunity for the business organisation.
- The changing customer needs, tastes and preferences can act as an opportunity if the business organisation has good market knowledge.
- The development of new technologies to assist the product/service production and delivery process can be exploited to embed the innovation in business operations. The advanced technological integration can decrease costs, improve efficiency and result in the quick introduction of innovative products.
- Rise in the customers' disposable income and increase in the affluent customer base can be taken as an opportunity to introduce more high-end products.
- Reduction in the interest rates makes the fund raising and financing at lower cost easier for the business organisation.

Threats:

- The changing regulatory framework and introduction of new stricter regulations impose a major threat to the Snapdeal com. It makes compliance with legal standards more complex and challenging for the business organisation. Inability to comply with changed regulations raises the risk of expensive law suits.
- Shortage of skilled labour in the market can make it difficult for the organisation to attract talent with the right skills set.

CHAPTER-4

CUSTOMER ANALYSIS

Data Analysis

Frequency distribution of demographic variables:

Table 1 was drawn to understand the socioeconomic background of the respondents and it was found that out of the total sample (n=100) 69% consisted of male and 31% of female. Further we have divided the age group in four categories and we found that more than half (65%) of respondents were below 20 years of age, while (22%) belonged to the age group of 20 to 25, (11%) respondents belonged to the age group of 25 to 30 years of age. And (2%) respondents belonged to the age group of 30 to 35 years of age We have categorized marital status in two categories i.e. un-married and married and it was observed that more than half (81%) of respondents were un-married and (19%) of them were married.

We have categorized family monthly income in four categories, It was observed around (58%) of respondents were having income group ₹ 20000 - ₹ 30000, (22%) were in income group ₹ 30000 - ₹ 40000, (12%) were in income group ₹ 40000 - ₹ 50000 and (8%) were in income group ₹ 50000 - ₹ 60000

We have categorized occupation in four categories i.e. Service, self-service and student, it was observed that more than half (78%) of respondents were students, (19%) of respondents were doing service and (3%) of them were having self-service. We have also categorized the frequency of shopping online of respondents in same four categories i.e. daily, weekly, monthly and annually. It was observed that (36%) of respondents were having monthly, (46%) of respondents were having weekly, (8%) of them were having annually and (10%) of them were having daily online shopping.

Table1: Demographic Profile of respondents			
Respondent		Frequency	Percent
Gender	Male	69	69.0
	Female	31	31.0
Age	15 – 20 yrs	65	65.0
	20 – 25 yrs	22	22.0
	25 – 30 yrs	11	11.0

	30 – 45 yrs	2	2.0
Occupation	Techer	11	11.0
	Service	8	8.0
	Self service	3	3.0
	Student	78	78.0
Monthly Income	20000 – 30000	58	58.0
	30000 – 40000	22	22.0
	40000 – 50000	12	12.0

	50000 – 60000	8	8.0
Marital Status	Married	19	19.0
	Unmarried	81	81.0
	Daily	10	10
	Weekly	46	46
Frequency of Shopping	Monthly	36	36
	Yearly	8	8
	Total	100	100

How the consumers come to know about Flipkart:
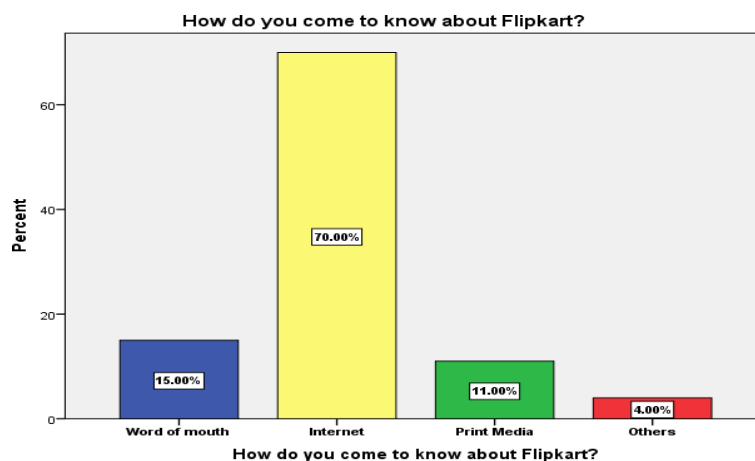
Features Liked		Frequency	Percent
Valid	Discount	25	25.0
	Delivery Time	55	55.0
	Customer service	18	18.0
	Others	2	2.0
	Total	100	100.0

According to survey, 25% respondents like discounts offered by Flipkart, 55% like Delivery Time, 18% like customer Service, and 2% like other features

Which mode of payment do you prefer to pay?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash on delivery	56	56.0	56.0	56.0
	Card payment	36	36.0	36.0	92.0
	Internet Banking	8	8.0	8.0	100.0
	Total	100	100.0	100.0	
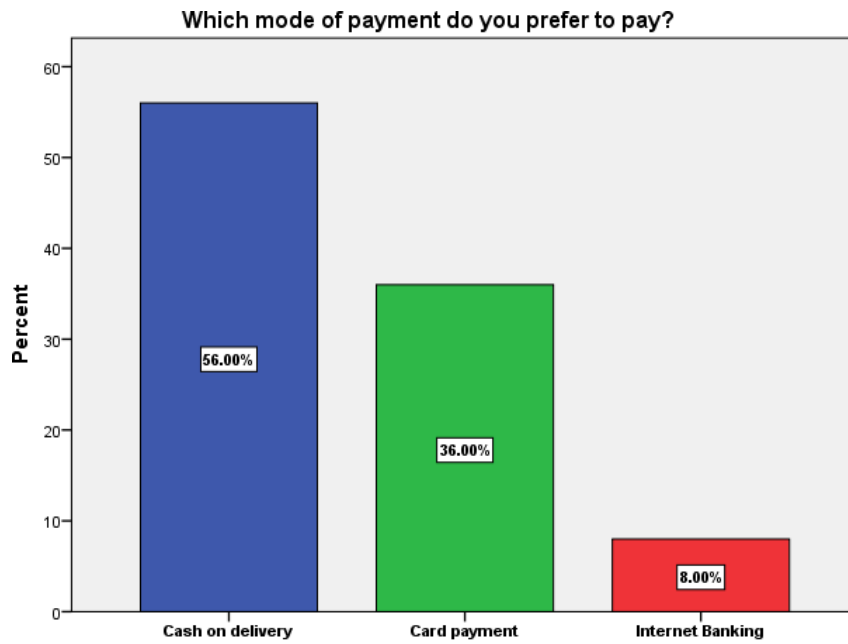
Which mode of payment do you prefer to pay?

According to survey 27 respondents make payment through Credit cards, 10 Debit cards, 8 Online Bank transfer and 55 payment Cash on delivery.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Electronics	39	39.0	39.0	39.0
	Clothes & Shoes	46	46.0	46.0	85.0
	Beauty & Healthcare	11	11.0	11.0	96.0
	Others	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

What do you prefer buying from Flipkart?
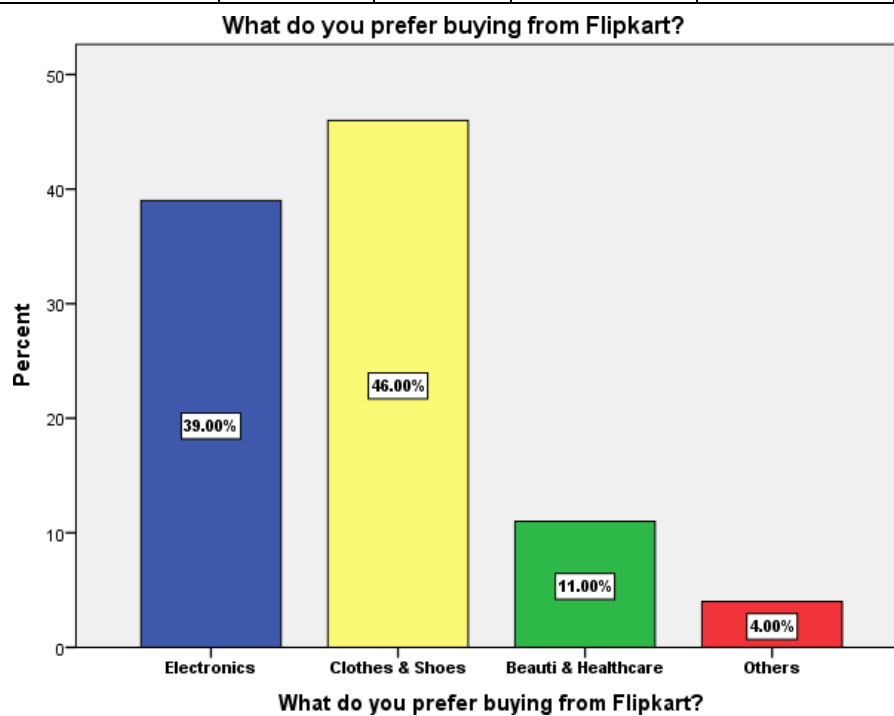
According to survey 80% respondent have purchased ticket while 8% preferred clothing. Other like Books 10%, Video games 25%, electronic equipment18%, Computer& software12% and music 20%.

Are you fully satisfied with flipkart?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	14	14.0	14.0	14.0
	Agree	55	55.0	55.0	69.0
	Neutral	22	22.0	22.0	91.0
	Disagree	5	5.0	5.0	96.0
	Strongly Disagree	4	4.0	4.0	100.0
	Total	100	100.0	100.0	
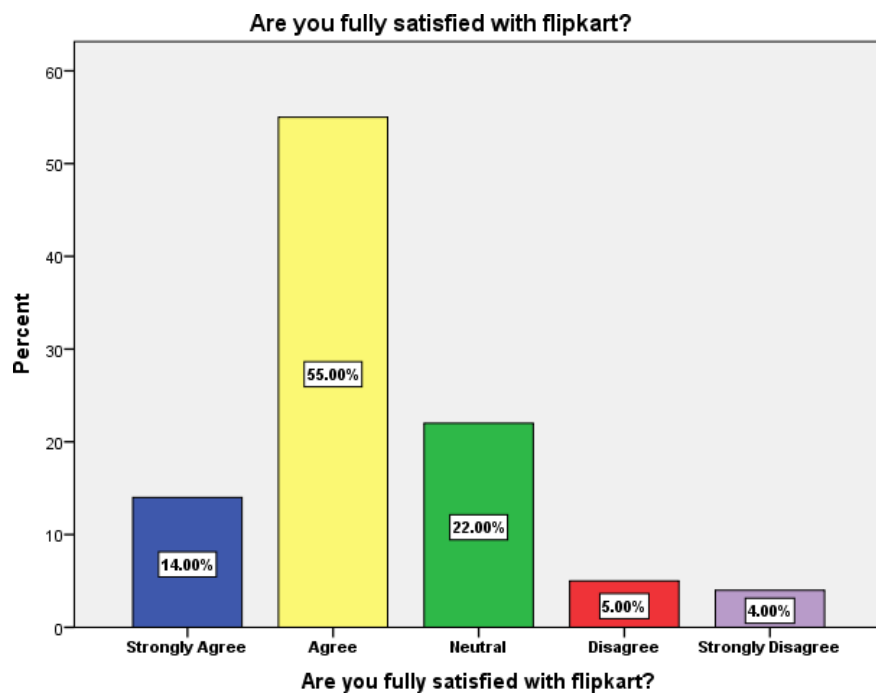
According to the survey 55% customer are agree that they are satisfied with flipkart 14% are strongly agree, 5% are disagree 4% are strongly disagree.

How often you purchased from flipkart?

How Often you Purchased from Flipkart?
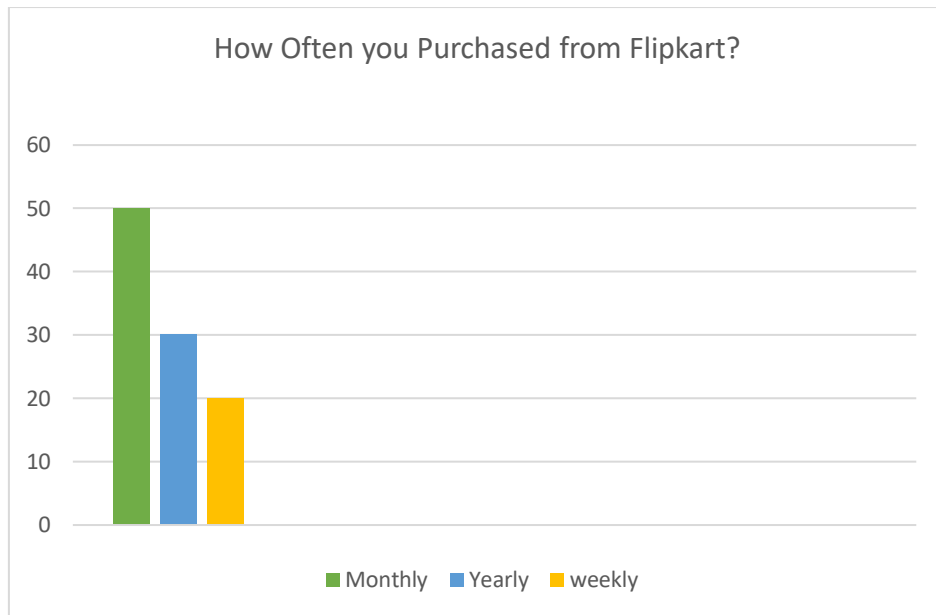
According to the survey 50% responds that they are purchasing through flipkart monthly, 30% respond they are purchased yearly and 20% responds they purchased weekly.

How would you rate the quality of product?


How would you rate the quality of product?
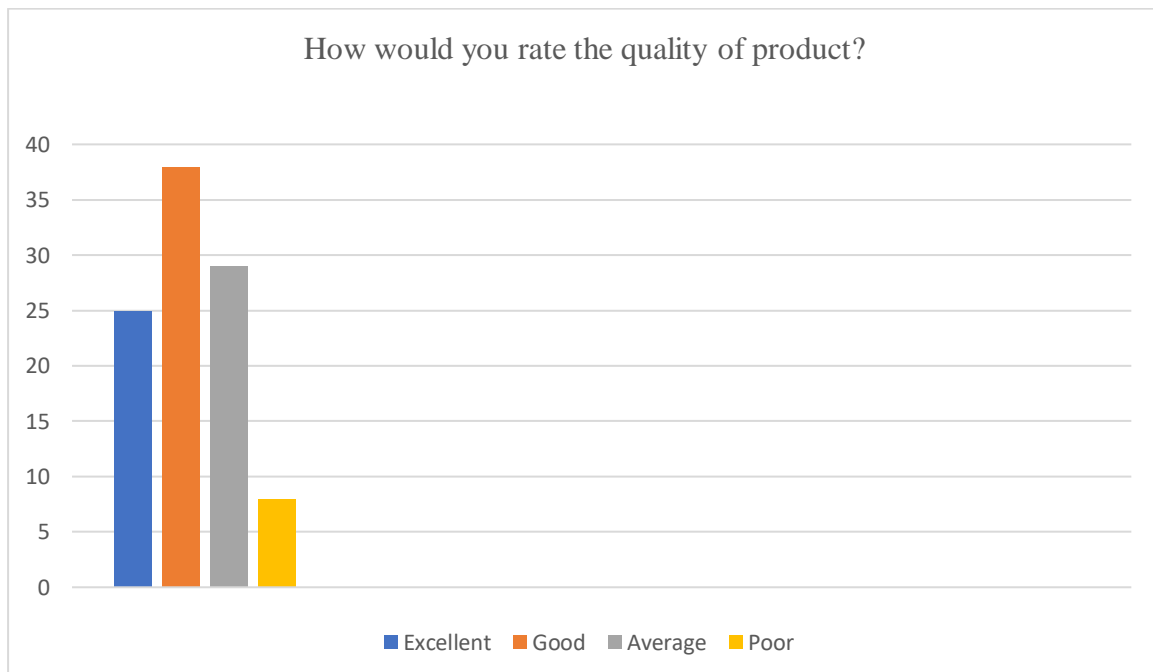
According to the survey 25% rate the quality of the product is excellent, 38% rate the product is good, 29% are rate the product is average and 8% are told that the product quality is poor.

**Do you know who are our competitors?**
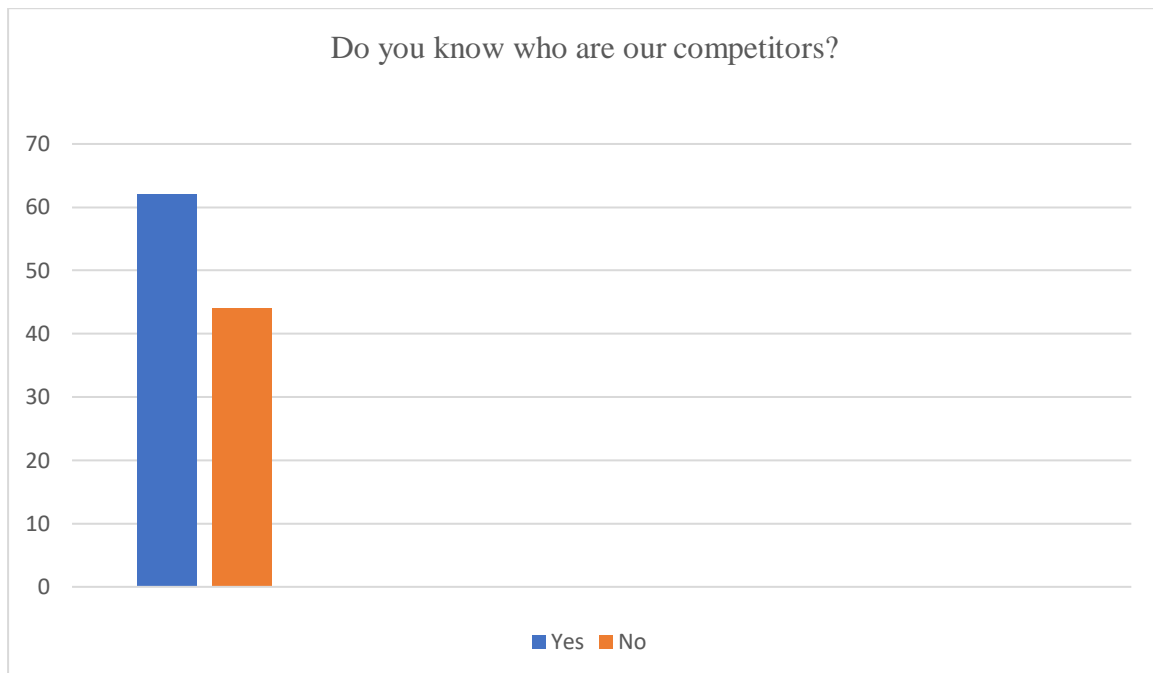
According to the survey 62% of the customer know about the flipkart competitors and 38% are not know about the competitors

**For Which Reason you buy from flipkart?**
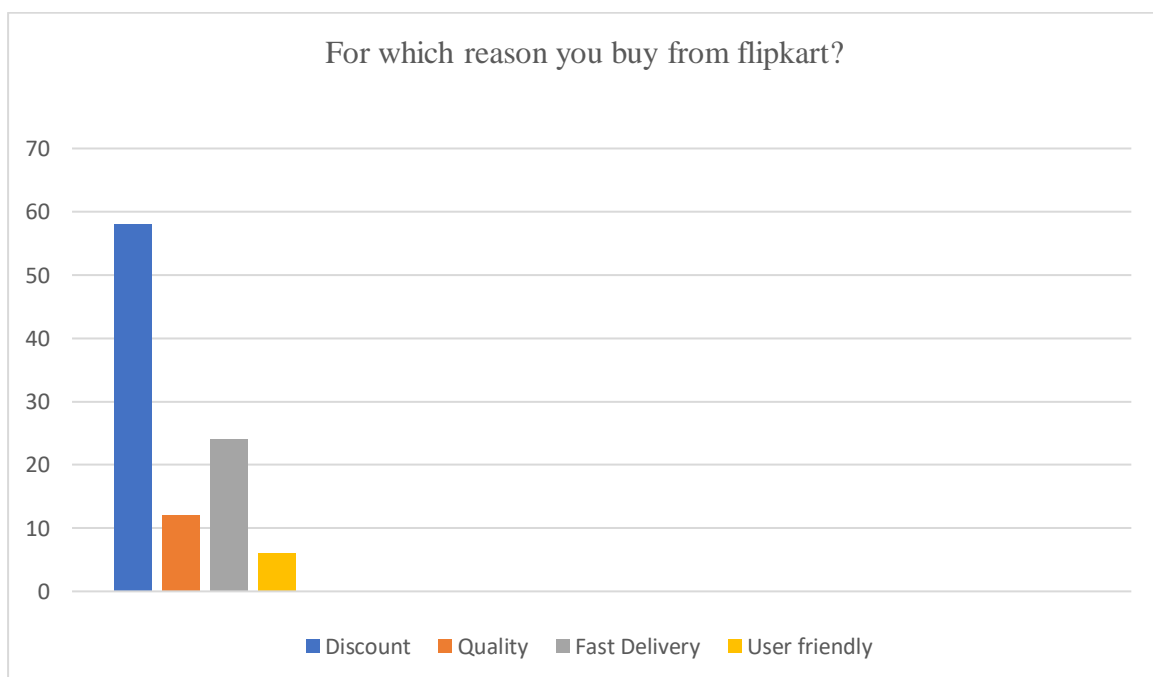
According to the survey 58% told they buy from flipkart for discounts, 24% buying for quality of the product, 24% buying for fast delivery and 6% for user friendly.

In big billion days which product you must buy?


In big billion days which product you must buy?
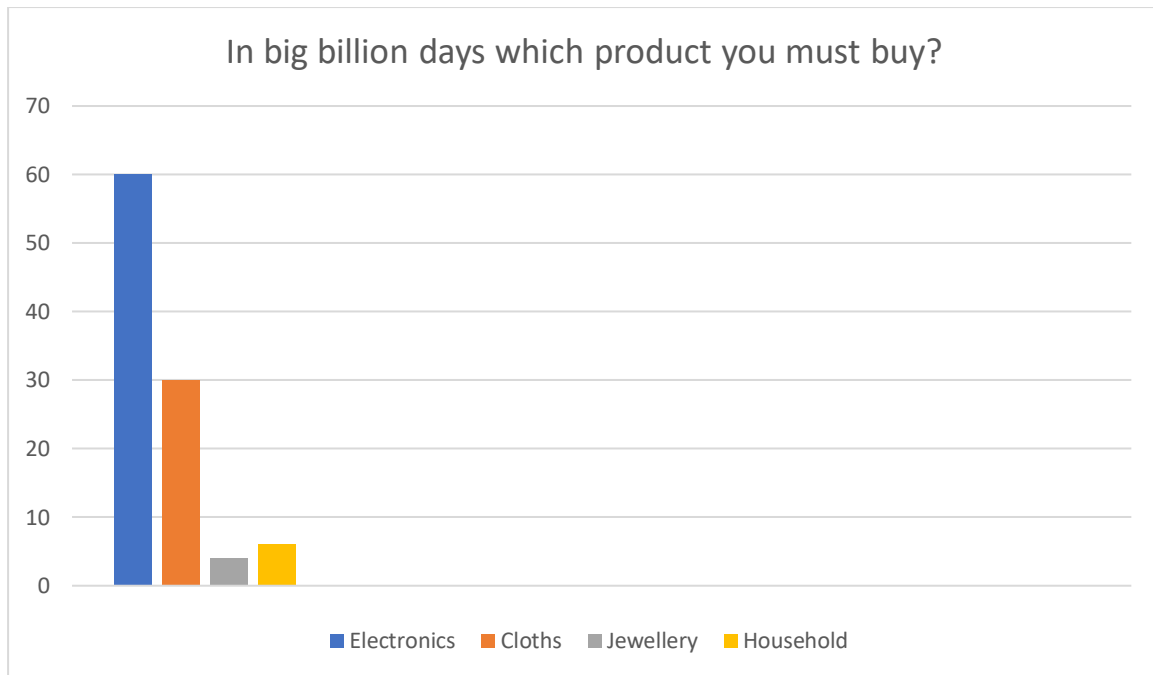
According to the survey in big billion days 60% are buying electronics items from flipkart, 30% are buying cloths, 4% are buying jewellery,6% are buying household items from flipkart.

Have You known Flipkart Have Own Brand?

Have You Know Flipkart Have own Brand?
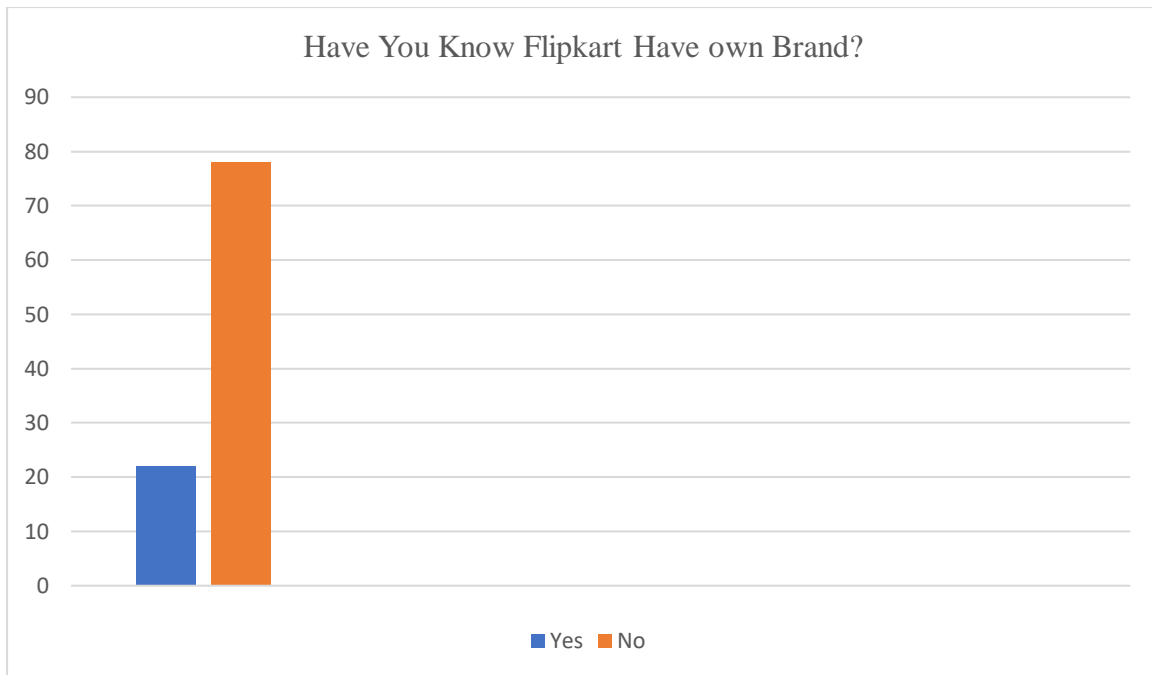
According to the survey 22% are known that flipkart have own brand, 78% are don't know about flipkart have own brand.

How much time it will take for the delivery?

How much time it will take for the delivery?
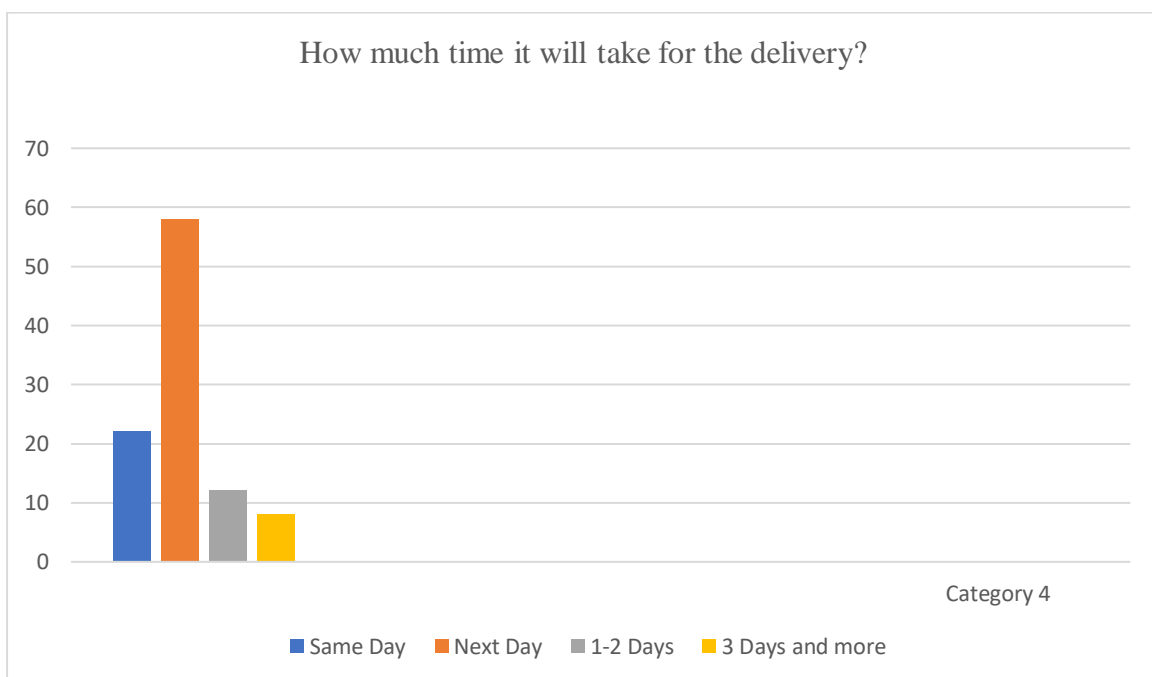
According to the survey 22% Customer told that they got the product in same day, 58% customer are get the product next day, 12% customer get the product 1-2 days and 8% are got the product 3 days and more.

Which one you don't like about flipkart?

Which one you don't like about flipkart?
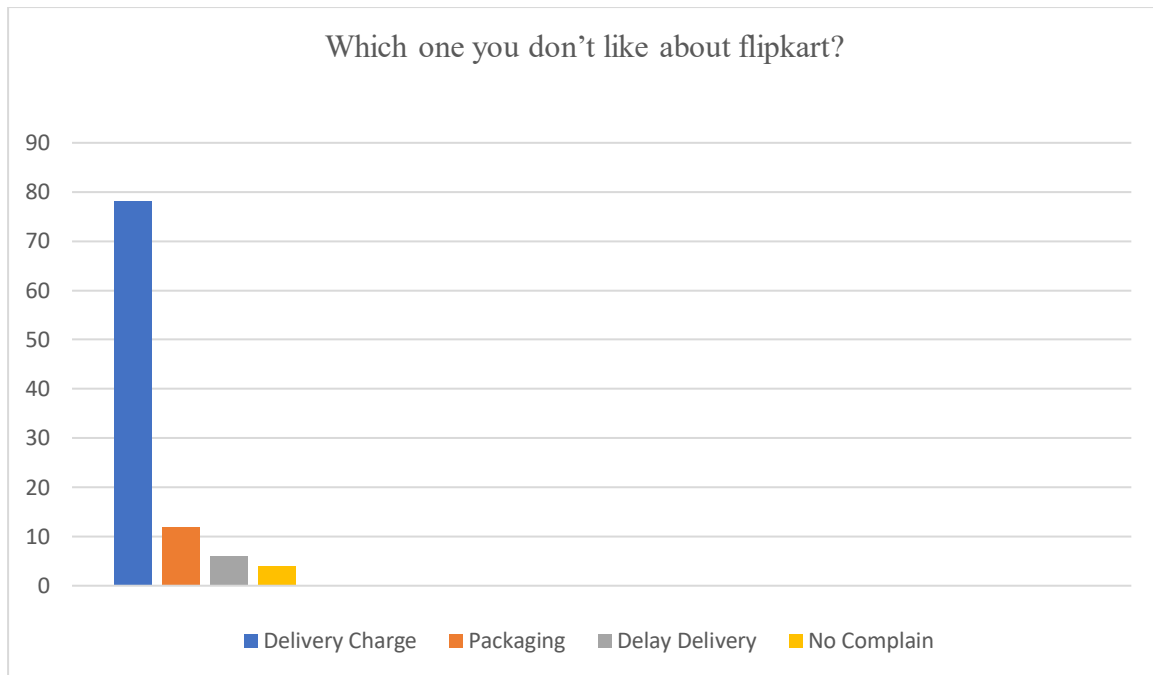
According to the survey 78% are don't like about the delivery charge of flipkart, 12% customer are not like about the Packaging, 6% are don't like about the delay delivery and 4% have no complain.

Discussion and Conclusions:

In this study we found that there are two factors that affect consumer's online shopping buying behaviour. These factors are perceived ease of use and perceived risk.

Limitation and future research:

A limitation of this study lies with the sample size and in the age distribution of the sample used in this study. Sample size 100 is small and approximately 87 percent of sample was in the age group of less than 25 years, thus, the results may not be generalized for consumers over age of 30- 35.

CHAPTER-5
ACTUAL WORK DONE & LEARNING

Objective Of My Training:

- The paramount motive of this on job training is the application of all the theoretical concepts learnt so far in courseware of MBA.
- To acquire the corporate exposure and to learn the corporate culture.
- To acquire operation knowledge.
- To acquire people management knowledge.
- To develop my skill and familiar with organization.

Roles & Responsibilities:

In My Training durations my responsibility are as follow:

- To Supervising the worker, interact with them and provide instructions regarding the work.
- To find out the problem whatever issue the worker faced and resolved it as soon as possible.
- Monitoring the worker.
- Assigned day to day task to the workers.
- Provide targets, and motivated them to archived it.
- Also done hands on work like putting, packing.

Description of live experience:

Doing the project for 45 days was a great achievement for me. Every day came to me with a new learning and experience. I realized that gaining knowledge from books regarding operations and handling the critical situations in the field is entirely different. One has to implement his on skills along with the book knowledge as soon he enters in the corporate.

Challenges Faced:

- During the internship I have faced many challenges like the main things is to identify the product storage area because LHS side product will came to RHS side and RHS side product came to LHS side.
- Many time VRC is Not working.

Learning:

- I have learned about how to segregate the proper product to take less time and send to the proper place for putting.
- How to solve VRC Problems
- How to fix flo light software problem.

CHAPTER-6
SUGGESTIONS & CONCLUSIONS

Suggestions:

- Proper training should be provided to wages people.
- Inventory management should be rightly managed.
- Communication gaps should be removed.
- Proper guidelines should be follows.
- Convair management should be proper way because convair stopped automatically.
- Warehouse layout needs attention so that there can be increased SKU complexity handled well.
- They need to improved their IT system because at time of inward and outward there is lots of issue face.

Conclusions:

In Conclusion through internship 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 order on time. The management of time is very well.

During survey I also targeted to some of customer they have some issue regrading delivery flipkart are failed 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. Every time there was an issue on website or disconnection of internet, this is the biggest reason of delay in delivery of order.

<u>Bibliography:</u>

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

ANNEXURE

QUESTIONNARE

I Ms./Mr. Pratyasha De a student of MBA under BIJU PATINAIK INSTITUTE OF IT AND MANAGEMENT STUDIES conducting the project work for my partial fulfilment of the degree. Kindly cooperate me for filling the questionnaire.

1. Name:
2. Age:
3. Address
4. How do you come to know about flipkart?
a. Word of mouth b. internet c. print media d. others
5. How Often you Purchased in Flipkart?
a. Once in a week   b. Twice in a week

 c. Once in a month   d. Once in a year

6. How would you rate the quality of product?

a. Excellent   b. Good   c. Average d. Poor

7. Do you know who are our competitors?

a. Yes   b. No

8. What do you prefer buying from flipkart?

a. Electronics   b. Cloths & shoes   c. beauty & healthcare d. others

9. For which reason you buy from flipkart?

a. Discount   b. Quality   c. fast delivery   d. user experience

10. Have You know flipkart have own brand?

a. Yes   b. No

11. In big billion days which product you most buy?

a. Electronics   b. cloths   c. jewellery   d. household

12. How much time it will take for delivery?

a. same day   b. next day   c. 1-2 days   d. more than 3 days

13. Which one you don't like about flipkart?

a. delivery charge b. packaging c. delay on delivery d. no complain

14. which mode of payment do you prefer to pay?

a. cash on delivery b. card payment. c. net banking   d. upi

15. Are you fully satisfied with flipkart?

a. strongly agree b. agree c. disagree d. neutral e. strongly disagree

THANK YOU