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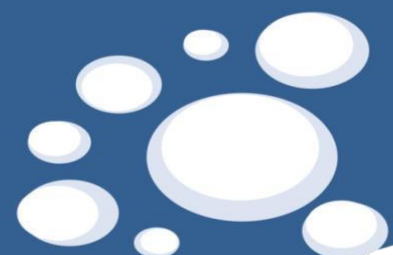
SUMMER INTERNSHIP

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES

A

PROJECT

ON

"SUPPLY CHAIN MANAGEMENT OF FLIPKART "

BY

BIKASH KUMAR DASH

UNDER THE GUIDANCE OF

Dr. VARUN AGRAWAL

SUBMITTED TO

BIJU PATNAYAIK INSTITUTE OF IT & MANAGEMENT STUDIES

YEAR 2020-2022

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DECLARATION

This is to certify that research study entitled "SUPPLY CHAIN MANAGEMENT OF FLIPKART, Haringhata RDC" is prepared by Mr. BIKASH KUMAR DASH under guidance and supervision OF DR. Ghanashyam jena during academic session of 2020-2022 as partial fulfillment of M.B.A form BIJU PATTNAIK UNIVERSITY OF TECHNOLOGY Bhubaneswar, odisha. This thesis has not formed before the basis for the award of any degree, diploma or any other similar titles.

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CERTIFICATE

This Is to certify that Mr. BIKASH KUMAR DASH, pursuing MBA (2020-2022) from BIITM, bhabaneswar bearing regd. NO.1806258071 has successfully completed his dissertation report on "flipkart launchpad at Kolkata" under my guidance for partial fulfilment of his master business administration for the session (2020-22).

Place: Bhubaneswar   Dr. VARUN AGRAWAL

Date :29, 01, 2022   (Associate professor marketing)

LAUNCHPAD
Internship Program

CERTIFICATE
of Internship Completion

This certificate is awarded to

Bikash Dash

_____

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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valuable information and guidance, without which it would not be possible for usto complete the project.

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Place: Bhubaneswar   NAME: BIKASH KUMAR DASH

DATE: 28,01.2022   REGN.NO: 2006258071

Executive summary

A study on "STUDY OF SUPPLY CHAIN OF FLIPKART, Haringhata RDC" Was carried out at Flipkart warehouse facility, Haringhata, West Bengal. The main objective of the research was to know the working of the warehouse and the various departments of the warehouse and its workings. The study was done as a part of Descriptive Research. The secondary data was collected from the company records and websites. A structured questionnaire was given to various employees assigned and the data were collected based on the same. The data was analysed using percentage method and analysed data is presented through graph chart. Valuable suggestions and recommendations are also given to the company for the better prospects

Chapter – 1
Introduction

INTRODUCTION

Flipkart is one of India's leading e-commerce marketplaces. It was founded in October 2007 and its headquarters are in Bengaluru. It was founded by sachin bansal and Binny Bansal. This online venture was initially started as an online bookstore and as the popularity of the company grew, it expanded and diversified its operations.
It started selling other items such as music, movies, and mobile phones. As the revolution of e-commerce gained momentum in India, Flipkart grew at an accelerated pace and added several new product lines in its portfolio.

As of now, the company offers 80 million+ products spread across more than 80 categories such as mobile phones & accessories, computers and accessories, laptops, books and e-books, home appliances, electronic goods, clothes and accessories, sports and fitness, baby care, games and toys, jewellery, footwear, and the list goes on.

Flipkart has 100 million registered users and more than a million sellers on its electronic commerce platform. To ensure prompt delivery to its customers, the company has invested in setting up warehouses in 21 states.

This online platform attracts ten million page hits every day and around eight million shipments are processed every month. Flipkart has also introduced its mobile application, which has become quite popular, with 50 million+ app users. Flipkart is a billion dollar company and its valuation in 2016 was INR 15,129 crore (US$2.3 billion). It is also fulfilling its social responsibility by providing huge scale employments (employs more than 33,000 people).

Background History of Flipkart
Flipkart was originally started as an online book store in October 2007. To start Flipkart, the founders Sachin Bansal and Binny Bansal left their jobs at Amazon and took a huge risk to start a venture of their own. When the founders thought of starting Flipkart as a company the market at that time was not so much vibrant and was not adapted to the e-Commerce sector that much. This means e-commerce in India was mostly non-existent at that time and there was no certainty about its future. Still, the Bansal's decided to take this risk and now it has turned out to be a huge success.

One of the major problems that Flipkart tackled during its initial years was online payments because at that time, people in India were averse to make online payments to a virtual store, due to fear of frauds and loss of money. To deal with this issue, Flipkart launched its 'Cash on Delivery' service, which helped to build confidence among online buyers. It also made significant efforts to improve the supply chain system, which helped the company to ensure timely delivery to its customers.

The company created a record by selling 1 lakh books in a single day in 2013. Flipkart crossed the 100 million mark in registered customers in 2016.Flipkart achieved the Young Turk of the Year Award at CNBC TV 18's "India Business Leader Awards 2012".

Funding
Flipkart has received funds worth more than $ 4.5 billion, with the biggest funding in July 2014 worth $ 1 billion and in April 2017 worth $ 1.4 billion.

List of top investors in Flipkart includes Naspers, Stead view Capital, Tiger Global Management, DST Global, Accel Partners, Dragonet Investment Group, Baillie Gifford, GIC, Green oaks Capital, ICONIQ Capital, Microsoft, Morgan Stanley, Qatar Investment Authority, and Sofian.

Acquisitions made by Flipkart
There is cut-throat competition in the e-commerce market and the biggest Rival of Flipkart is Amazon. In the recent years, many mergers and acquisitions have been witnessed in the e-commerce market and Flipkart has also made many acquisitions to expand its business and boost its sales and earnings.

The major acquisitions made by Flipkart include Myntra, eBay India, Phone Pe, Jabong, Lets buy(dot)com, We Read, Mime360, champak(dot)com, Palpitate, FX Mart, and Ng pay. It has recently acquired its former competitor Snapdeal. It has acquired Snapdeal at a cost of $ 950 million.

About the Founders of Flipkart:
Sachin Bansal and Binny Bansal are the founders of Flipkart. Both of them are IIT (Indian Institute of Technology, Delhi) graduates. Both of them are from Chandigarh. Though they share the same last name, they are not relatives.

First, Sachin Bansal joined Amazon(dot)com and worked as a software engineer and later he got Binny Bansal to join it. But eventually, they both quit Amazon and decided to start a venture of their own. That decided to launch Flipkart. Sachin Bansal is the Executive Chairman of Flipkart and Binny Bansal is at the post of Chief Executive Officer (CEO) of Flipkart.Forbes India Rich List 2015 named Binny Bansal along with Sachin Bansal, the 86th richest person in India with a net worth of $1.3 billion.

EXCLUSIVE PRODUCTS

Motorola Mobility, formerly owned by Google, but then sold to Lenovo. In an exclusive tie-up with Flipkart and it launched its budget smartphone in India on 5 February 2014, over 20,000units were sold on Flipkart within hours of its launch. After this flipkart has to continue its partnership for long term sell its devices in India, even as it's Chinese rival Xiaomi launch his smartphone Xiaomi mi3 in India The first

batch was sold on 22 July 2014 in 39 minutes, the second on 29 July 2014 in 5 seconds. The sale had proceeded on pre-registration where over150,000 buyers were registered for the 5 August sale. On September 2, 2014, Flipkart organized a flash sale of Xiaomi Redmi 1s budget android the smartphone which was launched in India in July 2014. 40,000 units were priced at Rs 5999sold out within seconds.

Sharma and Mittal (2009) "prospects of e-commerce in India "India is showing tremendous growth in the e-commerce. The real estate costs are touching the sky. Today e-commerce has become an integral part of our daily life. There are website providing any number of goods and services. The e-commerce portals provide goods and services in a variety of category. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewellery, audio, video, entertainment, goods, gift articles, real estate and services. Ashish gupta, senior managing director of hellion venture partners and one of the first sponsor of Flipkart as an angel investor.

Miyazaki and Fernandez (2001) the prior experience was found to affect the intention and behaviour significantly and in different ways. The result of this study implies that the technology acceptance model should be applied e-commerce with caution. To develop successful and profitable e-commerce business, understand customer's needs. Be ensuring that product must be cheap in web shop as compare to offline store.

Arabzad (2015) To be specific, the place-list problem is to find the best The place to set up a Distribution Centre (DC) to distribute the products As per the plan provided with minimum transportation for the customers Plus the cost of stocking up.

D.k.gangeshwar. (2013)," e-commerce or internet marketing: A Business Review from the Indian Context", International Journal of U- and e-Services, Science and Technology. It concluded that the future of e-commerce in India is very bright, although security, privacy and reliance on technology remain some of the challenges. E-commerce has its drawbacks but still there is a bright future for e-commerce.

Handfield and Nichols (1999) According to him relationship is more important for effective supply chain management. Without effective supply chain relationship any of the effort in business is unsuccessful.

Ell ram, (2004), According to him the process of supply chain management exist both service and manufacturing organization. Although there may be managerial complexity in the chain varies greatly from industries and different firms.

Chopra and Meindl (2003) According to him supply chain management is the way to understand operational decision. The importance of understanding the order of processes and flows in a supply chain is a strong prerequisite to clearly understand the operational requirement and meet customer needs.

Lambert and Cooper, (2000) Trust the identity of key chain members to link with, and the processes that need to be linked are part of the implementation of the supply chain management, whose goal is to create maximum value for the entire supply chain network.

Mentzer et al., (2001) According to him supply chain management is a managerial tool to manage the flow of inventory form supplier to customer easily. It also builds the customer to the time delivery of the product.

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 crossed4 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, whereby 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.

OBJECTIVES OF STUDY

- To know about the growth of the online businesses.
- To understand the inventory management system by online retailers.
- To understand the relation between efficient supply chain management and pricing of theproduct leading to increased turnover and margin.

METHODOLOGY

I started with secondary research of the internet retail industry and the major players through news articles, industry reports and databases. This helped us to get an overall idea of the working of the industry and understand its dynamics. Then I went on to do extensive secondaryresearch on Flipkart, Hringhata, Kolkata its business model and all elements of its supply chain. Then we did primary research in the form of interviews of Mr Shini Patel, and Mr Pavan Raghuveer both managers-operations and in-charge of SCM and delivery. With their inputs on procurement, logistics, order processing, supplier management and customer support and secondary research we formulated a draft. However, we identified certain gaps and interviewed the two gentlemen again along with Ex-Flipkart employee Mr Shuchi Shukla and our batch mates who interned at Flipkart. With the second round of inputs, we were able to understand and analyze Flipkart's supply chain.

SCOPE OF STUDY

The method adopted is the case study method. The company selected is Flipkart which will help the new business man to understand the importance and development of efficient supplychain management for successful business. The case study also intends to highlight how the low inventory cost leads to low price and achieve the competitive advantage from the competitors.

LIMITATIONS OF STUDY

The conclusion will be based only on the research of single online store, hence the conclusion drawn cannot be generalize to all the online retailers. More over in the global competitive and dynamic market it is always necessary to identify different strategies to lead a successful business of which supply chain management system is only one factor. Researcher can identify different factors on which the sustainability and growth of the business is dependent on. It has only focus on how to make low piece of the product by using proper supply chain management which helps to cut down different intermediate cost from procurement to delivery of the products but there are many factors to whom the success of the company depends and can be achieved.

COMPANY BACKGROUND

Flipkart was founded in 2007 by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology Delhi. They worked for Amazon.com, and left to create their new company incorporated in October 2007 as Flipkart Online Services Pvt. Ltd. The first product they sold was the book Leaving Microsoft to Change The World to a customer from Hyderabad.

Flipkart now employs more than 33,000 people. Flipkart allows payment methods such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher, pay later option (Buy now and pay later) and card swipe on delivery. Flipkart recently completed the fifth edition of Big Billion Sale held between September 29 to October 04 where it is reported that they saw a business turnover of Rs. 1900 crore in gross merchandise volume.

Supply chain management

What Is a Supply Chain?

A supply chain is a network between a company and its suppliers to produce and distribute a specific product to the final buyer. This network includes different activities, people, entities, information, and resources. The supply chain also represents the steps it takes to get the product or service from its original state to the customer.

Companies develop supply chains so they can reduce their costs and remain competitive in the business landscape.

Supply chain management is a crucial process because an optimized supply chain results in lower costs and a faster production cycle.

Understanding Supply Chains

A supply chain involves a series of steps involved to get a product or service to the customer. The steps include moving and transforming raw materials into finished products, transporting those products, and distributing them to the end-user. The entities involved in the supply chain include producers, vendors, warehouses, transportation companies, distribution centers, and retailers.

The elements of a supply chain include all the functions that start with receiving an order to meeting the customer's request. These functions include product development, marketing, operations, distribution networks, finance, and customer service.

Supply chain management is a very important part of the business process. There are many different links in this chain that require skill and expertise. When supply chain management is effective, it can lower a company's overall costs and boost profitability. If one link breaks down, it can affect the rest of the chain and can be costly.

What Is Supply Chain Management?

Supply chain management takes a broader view of influences that will impact our supply chain, and when we discuss supply chain management, we must start to understand the strategic decisions that influence the supply chain activity.

There are many tools that can support the building of the supply chain strategy, value as perceived by our consumer must have full consideration when building any strategy. Value is usually delivered through differentiation of our product or service offering through innovation or cost. Cost or differentiation will form part of the main corporate strategic objective.

Once the strategy has been set for the organisation, any decisions then made within the supply chain must ensure that they deliver against the corporate strategy, this is supply chain management in operation.

Within supply chain management as a topic, we will go further into strategy, identifying the importance that organisational strategy plays on our operational supply chain activities, along with the role that other functions within the organisations play in supporting the decisions made within the supply chain to ensure alignment to the corporate and operational strategy.

How we remove waste activities in the supply chain in order to drive value will be influenced by micro and macros factors, STEEPLED factors can influence our supply chain decisions.

The goal of supply chain management is to look holistically at the entire supply chain from supplier through to the consumer, and review three core areas of people, process and systems in order to maximize value from all activities.
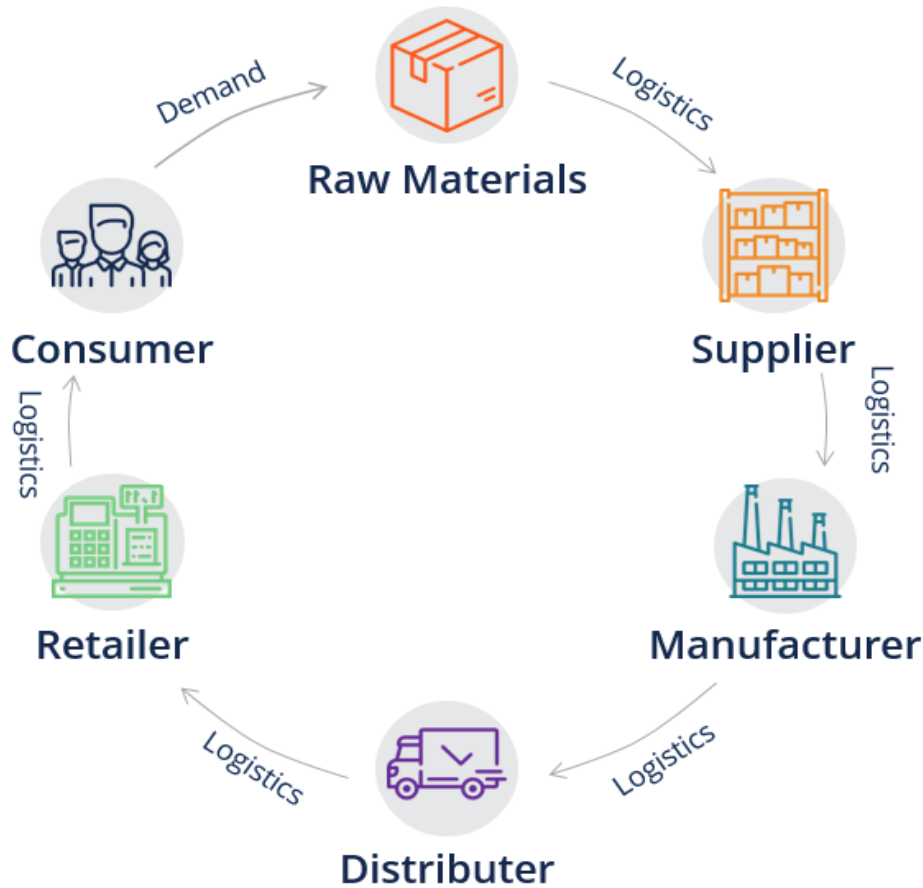
What Are the Stages Within a Supply Chain?
In its simplest form the stages in a supply chain are as depicted within the Porters Value
Chain and this can be considered a good guide to a supply chain structure
Logistics
Operations
Marketing and Sales
Service

Logistics

Logistics is one of the most important facets of any successful e-commerce venture. Flipkart ships more than 175000 items a day which makes management of the logistics a complex task for the company. Furthermore, the cost of the delivery is born by the company itself making logistics a financially complex issue also. Hence in order to successfully manage logistics.

Flipkart uses its in-house logistics known as e-Kart" (EKL) and sometimes it uses express-bees for delivery of the products.

The e-commerce company created e-Kart as a separate brand to serve WS- Retail, the B2C side of Flipkart, in April 2013 and currently reaches consumers in about 3800+ pin codes in India. E-Kart currently offers services such as delivery logistics, reverse logistics and pay on delivery. It also offers customer support and technology integration for order tracking, customer notifications, reporting and analysis, billing etc. In March 2014, Flipkart began to deliver packages for its competitors, as the company's logistics arm; eKart Logistics opens services for other e-tail ventures.

While more than 90% of the Cash on delivery (COD) shipments and about 70-85% of the overall shipments are delivered by the EKL the rest of shipments are catered by 3PL service providers. Moreover, if there are more than 100 deliveries for a particular destination the company uses EKL. In case of EKL, the shipment is first transported to Mother hub and then to delivery hub and subsequently from delivery hub the last mile
delivery is done using suitable mode of transport such as two-wheelers, bicycles, or on foot. The company hastie ups with more than 15 courier companies like Blue Dart, First Flight, Express-bees etc. to deliver their products and Indian post for areas where couriers do not reach. And to manage the 3PL providers efficiently the company allocates time slots to different logistics partners and they can pick up deliveries on specified time slots only.

Developing its in house logistics has helped Flipkart save commissions" worth than 2% that would have been otherwise paid to courier firms. It is also easily able to accept cash on delivery, which make up about 60 percent of its orders possible. It can also track packages more accurately. And

because labour costs are relatively low in India, its delivery cost is a modest ₹40 a package.

For delivering the items the logistics service among the three is decided based on the area where the item needs to be delivered as well as product type and payment method. EKL is presently available in major tier 1 cities including metros only. The company uses India Post only in case if the shipment location is not serviced by any of the 3PL as well as EKL primarily because of the higher delivery time. Moreover, India Post orders are of prepaid nature only. The delivery time varies between 3 days to 3 weeks depending on the location and availability of the product.

For example, imported products take about 3 weeks" time to get delivered to the customers where as if product is available in local warehouse it gets deliver within 3 days. The mode of transportation is also dependent on the location. For example, the inter-city, trans-zone deliveries are made using air cargo whereas satellite cities and others in close proximity; products are transported overnight by train or truck. For the local parts of the cities where thewarehouses of the company exist products are delivered are using two-wheelers, bicycles
foot depending upon the proximity of the place.

Reverse logistics / returns processing

The returns for Flipkart are 2.6%. If follows a 10 & 30 day return policy. This policy which is primarily aimed to build trust with the consumers, has led to many customers cheating Flipkart.For example, there have been several incidents when a customer buys a book only to read it and then return it within 30 days. Similar incidents have been observed with mobile phones as well. Flipkart, through its data management systems, has tried to identify such frauds. Return

of a product to Flipkart can happen if the 3rd party cannot deliver to the address or the customerdoes not accept the product. Some orders are cancelled while the delivery is being processes

by the courier company. Such orders are not recalled but delivered to the address and then cancelled. Customers can call the customer support and courier back the product to Flipkart.The delivery cost is borne by Flipkart.

When a customer requests return of a product, there are 3 paths this request can take:

1. Replacement: Flipkart returns the product to the supplier and obtains a replacement that is delivered to the customer.

2. Store credit: If the customer is not satisfied with the product, he or she is given store credit of the same amount.

3. Actual cash-back: Given out as cash for cash-on-delivery payment or refunded for online Payment on the original payment method.

Procurement

When Flipkart started its operations, they had employed the consignment model of procurement. In this model, the retailer (in this case Flipkart) holds the inventory owned by the supplier, and buys it from the supplier only when it is sold to the end consumer. Since thechannel was new and unproven, this was the most risk-free way to operate. Later this was discontinued and inventory was purchased to ensure superior delivery times and customer satisfaction. But with foreign direct investment (FDI) favouring the marketplace model in April 2013, Flipkart changed its business model to marketplace model.

With a marketplace model, Flipkart no longer has an inventory of its own, rather buyers candeal with   sellers directly and the delivery will be done by Flipkart. The model is similar to

eBay India and Amazon.in At present, the entire inventory of Flipkart is being managed by WS Retail which is Flipkart's pet project. While WS Retail will continue to be one of the sellers, Flipkart has added more than 50 sellers to its list.

Procurement of items could be fore:

Inventory: These items are pre-ordered based on previous sales data to stock as inventory. This category includes items with relatively low demand elasticity, fast selling items and items with relatively long shelf life. Just in-time: Items procured just-in-time are used to serve immediate outstanding orders. Items with low or unpredictable demand are typically procured on an order- to-order basis. Just-in-time procurement is also used for expensive items or products that have seen slow sales growth. As of now, the number of orders served from the inventory is roughly 75%, with 25% orders being served by procuring just-in-time. Procuring just-in-time is comparatively more expensive as the volumes for such orders are low, and the supplier discount offered therefore is considerably lower. However, when ordering for inventory, bulk purchase is made and hence a much better price is realized. Therefore, the company would ideally like to move to a ratio of 9:1 ratio of orders served through inventory to those procured just-in-time. As a caveat however, there is an inherent trade-off between the company's long term objective of reducing just-in-time procurement, and its motto of "Consumer Delight".

This is because in order to maximize consumer delight, the company would have to strive to serve all types of consumer orders and provide them with the maximum possible variety of products, which would require just-in-time procurement since many products have limited demand and cannot be stored as inventory. However, operational efficiency demands rationalization of product line and choosing one's customers.

Sourcing at Flipkart is conducted at two levels:

Regional: By Regional Procurement Teams

Centre: By the Central Procurement Team

Each regional procurement team has a network of local suppliers for made-to-stock as well as on on-demand (Just in-time) procurement. They also have visibility of the stock for different SKUs with these suppliers, as last updated on the procurement team's system by these suppliers. From Flipkart's perspective:

Stock out: Defined as when the product is unavailable in the inventory (held in warehouses) as well as Flipkart's suppliers (as last updated). The central procurement team has visibility of all the regional procurement teams" views, and Therefore, can monitor the stock levels for their suppliers all over the country. The central team's focus is on bigger suppliers with a country-wide reach.

Chapter – 2
PROFILE (INDUSTRY/ COMPANY)

The concept of e-commerce is accepted very rapidly by the Indian consumer. The biggest drivers for online shopping is shortage of time, availability of a variety of products at a very competitive prices and retailers facing challenge in accommodating variety of stock for the consumers, thus prompting them to resort to e-retailers.

A quick overview of India's Internet penetration shows a user base of approximately 462 million rounding nearly to 35% of the population. The spread, and subsequent adoption of e-commerce, thus, only seems logical. With several reputed brick-and-mortar retailers also offering online services, it seems natural the trend of shopping remotely will scale up substantially. As there is competitive environment in this sector, online retailers try to provide various services such as flexible payment methods, warranties for electronic goods and free home delivery with very competitive prices.

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' programmed, the number of internet connections in India increased significantly to 776.45 million. Of the total internet connections, 61% were inurbane 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 crossed4 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, whereby 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

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CEMPANY PROFILE

FIGURE 1

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One of the major problems that **Flipkart** tackled during its initial years was online payments because at that time, people in India were averse to make online payments to a virtual store, due to fear of frauds and loss of money.

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Achievements of Flipkart

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Funding

Flipkart has received funds worth more than $ 4.5 billion, with the biggest funding in July 2014 worth $ 1 billion and in April 2017 worth $ 1.4 billion.

List of top investors in Flipkart includes Naspers, Steadview Capital, Tiger Global Management, DST Global, Accel Partners, Dragoneer Investment Group, Baillie Gifford, GIC, Greenoaks Capital, ICONIQ Capital, Microsoft, Morgan Stanley, Qatar Investment Authority, and Sofina.

Acquisitions made by Flipkart

There is cut-throat competition in the e-commerce market and the biggest Rival of Flipkart is Amazon. In the recent years, many mergers and acquisitions have been witnessed in the e-commerce market and Flipkart has also made many acquisitions to expand its business and boost its sales and earnings.

The major acquisitions made by Flipkart include Myntra, eBay India, PhonePe, Jabong, Letsbuy(dot)com, WeRead, Mime360, chakpak(dot)com, Appiterate, FX Mart. It has recently acquired its former competitor Snapdeal. It has acquired Snapdeal at a cost of $ 950 million.

CORE VALUES
Audacity, Bias for Action, and Customer First – are the core values of Flipkart

EXCLUSIVE PRODUCTS
Motorola Mobility, formerly owned by Google, but then sold to Lenovo. In an exclusive tie-up with Flipkart and it launched its budget smartphone in India on 5 February 2014, over 20,000units were sold on Flipkart within hours of its launch. After this Flipkart must continue its partnership for long term sell its devices in India, even as it's Chinese rival Xiaomi launch its smartphone Xiaomi mi3 in India the first batch was sold on 22 July 2014 in 39 minutes, the second on 29 July 2014 in 5 seconds. The sale had proceeded on pre-registration where over150,000 buyers were registered for the 5 August sale. On

September 2, 2014, Flipkart organized a flash sale of Xiaomi Redmi 1s budget android the smartphone which was launched in India in July 2014. 40,000 units were priced at Rs 5999 sold out within seconds.

Company structure

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

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

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

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

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

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. bn

SWOT analysis of Flipkart.

You will see how the internal and external factors affect Flipkart and its success. You can also analyse and indicate the strategic improvements that the company can cater to in future.
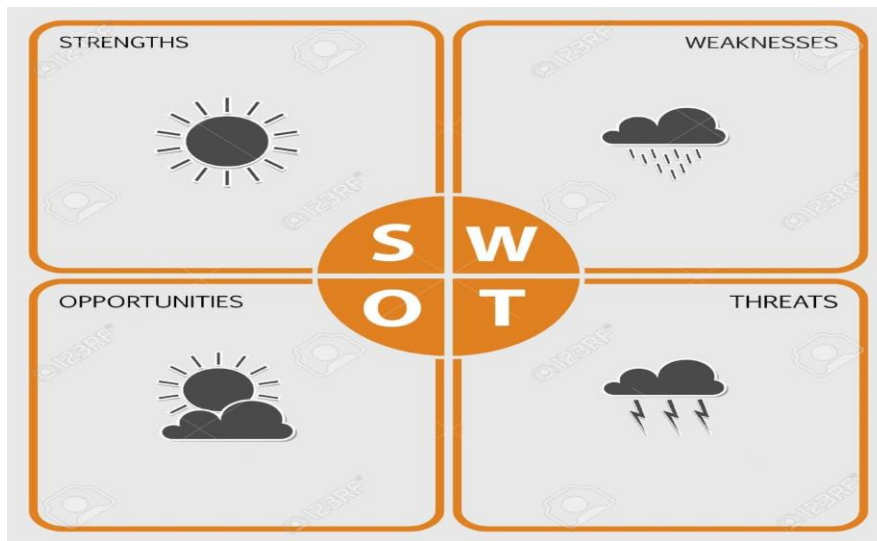
Strengths of Flipkart
Flipkart's continuous dominance in online retail and is attributable to numerous internal factors. These refer to the strengths of Flipkart, and here I will be taking you through some of them.

Exceptional Brand Recall
Flipkart enjoys an extensive degree of brand recall through online branding, social media and its quirky TV advertisements. Be it those kids acting like adults in those TV ads or the frenzy around 'Big Billion Day'.

Over the years, Flipkart managed to rope in icons like Alia Bhatt, Ranbir Kapoor, Virat Kohli etc to connect with its user segments.
Tag lines like 'Ab Har Wish Hogi Poori' and "India ka Fashion Capital' are trending amongst Indian consumers.

Experienced Foundation
The online retail industry in India was taking its baby steps back in 2007-08.And at that time, Flipkart's founders (Bansal brothers) who had just worked at Amazon were leading the firm. Their technical expertise in online retail industry eased Flipkart's growth and prominence.

Even after Amazon's entry, the competition is still cut throat owing to the great foundations laid by them.

Strategic Acquisitions & Partnerships
Flipkart has consistently been able to establish tie-ups with likes of Myntra, Jabong, Walmart because it wanted to solidify its position. Having a separate brand pertaining to fashion and one for digital payments (Phone Pe) contributes greatly to brand equity. Further, Flipkart has entered many strategic partnerships like Ekart, Chakpak, Letsbuy, Walmart etc. This enables Flipkart to bolster their logistics, payment gateways and digital content creation.

High Volume & Range of Products
Flipkart has a plethora of quality product options to choose from in every category they sell.
 Exclusive tie-ups with popular brands like Lifestyle, Apple, Motorola, and Xiaomi in the past as well as encouraging in-house brands like Citron, Digiflip & MarQ etc have helped with their large catalogue   of   products.

Weaknesses of Flipkart
The online retail giant, Flipkart also faces some internal weaknesses. Let us have a look at some of them.

Excessive Advertisement Expend
, Flipkart spends as much as 30% of its annual revenues on marketing and advertising, much higher   than   HUL.   Now,   that's   a   steep   benchmark!

Flipkart relies on heavy discounts, spending crores to attract and retain customers because it wants   higher   visibility   across   mediums.

And, Flipkart reported a loss of Rs 1950 crores in FY2020 even though revenue grew by 32%. Therefore, 'Big Billion Day' has become a trademark yearly sale event for online shoppers. But excessive spends on ads is not sustainable in the long run.

'Flipkart Plus' is nothing more than a simple rewards program for shoppers.

They have failed to build greater impetus around it and branding it for users to spend money to get that 'Plus' subscription.

Lack of Technological Innovation
Flipkart distribution channels and outreach are limited and nowhere comparable to its top competitors.

The supply chain and logistics for the products delivered to users needs massive upliftment. The Just-in-Time inventory philosophy needs to be followed as shipping times and lead times to completing order is too high for Flipkart.

Flipkart has lacked on the R&D aspect of technology - routing users from various mediums to their website exactly what Alexa does for Amazon.

Rapid Acquisition Spree
Flipkart has been lately looking to up the game by focusing on improving user experience.
It has acquired a host of start-ups like Mech Mocha (social gaming) and AR start-up Scapic.

Given that the company is reportedly posting losses, and competition is heating up, so siphoning funds on improving user engagement on their platform isn't exactly first priority. This rapid acquisition spree might turn out to be damaging for the finances.

Opportunities of Flipkart
While there are many obstacles on the way, there are situations where Flipkart can benefit and leverage from. Let's take a look at the Opportunities:

Post-Pandemic Sentiments
Just like COVID has wreaked havoc globally, it also provides great impetus for embracing 'digital'. As more and more consumers are being aware and switching to online consumption of services.
You might be ordering your daily essentials though these E-commerce websites.

 It Is a golden opportunity for Flipkart to grab on. They should extend its range of offerings focusing on consumer sentiments and insights.

Market Development
Owing to the thrust towards digital economy and retail, Flipkart should indulge in new market development and extend its services.

Flipkart has to be move across borders of India and serve customers from neighbouring geographies like South-East Asian countries. Because these countries have a high demand for online retail.
Entering into joint ventures with local players, Flipkart can look to diversify its revenue from alternate markets.

Delivery Excellence

Order returns, refunds, cancelations, redressal of delivery issues, and fake product deliveries etc are issues Flipkart should enhance in their ranks.

Source - **Optimising the supply chain and logistics for Online Retail**

Flipkart should try to reduce the delivery times and increase its operational efficiency for tier 2 & 3 cities because rural dwellers are now surging to online shopping.

Secure and Streamline Payments

Better online secure payments can instill more confidence in people to shop online. India has one of the highest no of smartphone users in the world.

Flipkart can look to streamline payments for their orders through an in-house payment service like AmazonPay to include new product lines. And Flipkart can also look to ride on the wave of 'Vocal for Local' sentiments in India allowing more MSMEs to sell on their platforms.

Threats of Flipkart

In this era of intense competition for survival, there are some threats of Flipkart that it must be vary of. Let's take a look at them

Threat of Intense Rivalry

There is no dearth of competitors in the online retail space. Be it international players like Amazon, eBay, and Alibaba or local ones like Shopclues, Snapdeal, and Paytm etc.

Presence of so many rivals selling similar products immensely reduces revenues. Two top firms in Amazon & Flipkart are locked in a battle of burning cash, offering festive sales, and ambitious money infusions from investors. Because they both want to conquer the Indian online retail market and oust the other.

Buyer Power & Switching

The online retail market is saturated with Snapdeal, Paytm, Ebay, Myntra Reliance Digital, and Nyka etc.Customers visibly have lower switching costs; they instantly switch from one online shopping   website   to   another.
The products are mostly the same apart from a few brands. Hence, 'standing out' is tough to say the least.

Stringent Government Regulations

It is hard to sustain losses and keep doing business if the government regulations keep hindering the business.

In fact, Flipkart was recently investigated related to violations of competition laws in 2020 by CCI(Competition   Commission   of   India).
Indian government also exercises strict control and monitoring of FDI and funds from foreign investors into Indian firms. This led to many legal issues and operational problems for Flipkart(now   owned   by   US-based   Walmart).

Also, in wake of Indo-China tensions, proliferation of fake goods on online retail sites has been met with stringent measures.
The proposed policies expect e-commerce companies like Amazon and Flipkart to ensure that shipments from abroad are channelised through the customs route and have a registered business entity in the country.

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, 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 MS should provide good inventory management features. It improves warehouse efficiency, organization and accurate planning for new orders. This

approach replaces the traditional approach of allocating space permanently, as it often leads to less used space.

Fulfilment optimization

Customer orders must be 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.

TOP 10 E-COMMERCE COMPANIES IN INDIA

- Amazon Development Centre India Pvt. Ltd.

- Grofers India Pvt. Ltd.

- Flipkart Internet Pvt. Ltd. (Walmart)

- Nykaa E-Retail Pvt. Ltd.

- Think & Learn Pvt. Ltd. (Byjus)

- Zomato Ltd.

- Just Dial Ltd.

- MakeMyTrip Ltd.

- Myntra Designs Pvt. Ltd.

- One97 Communications (Paytm)

Market size of e-commerce industry across India from 2014 to 2018, with forecasts until 2027
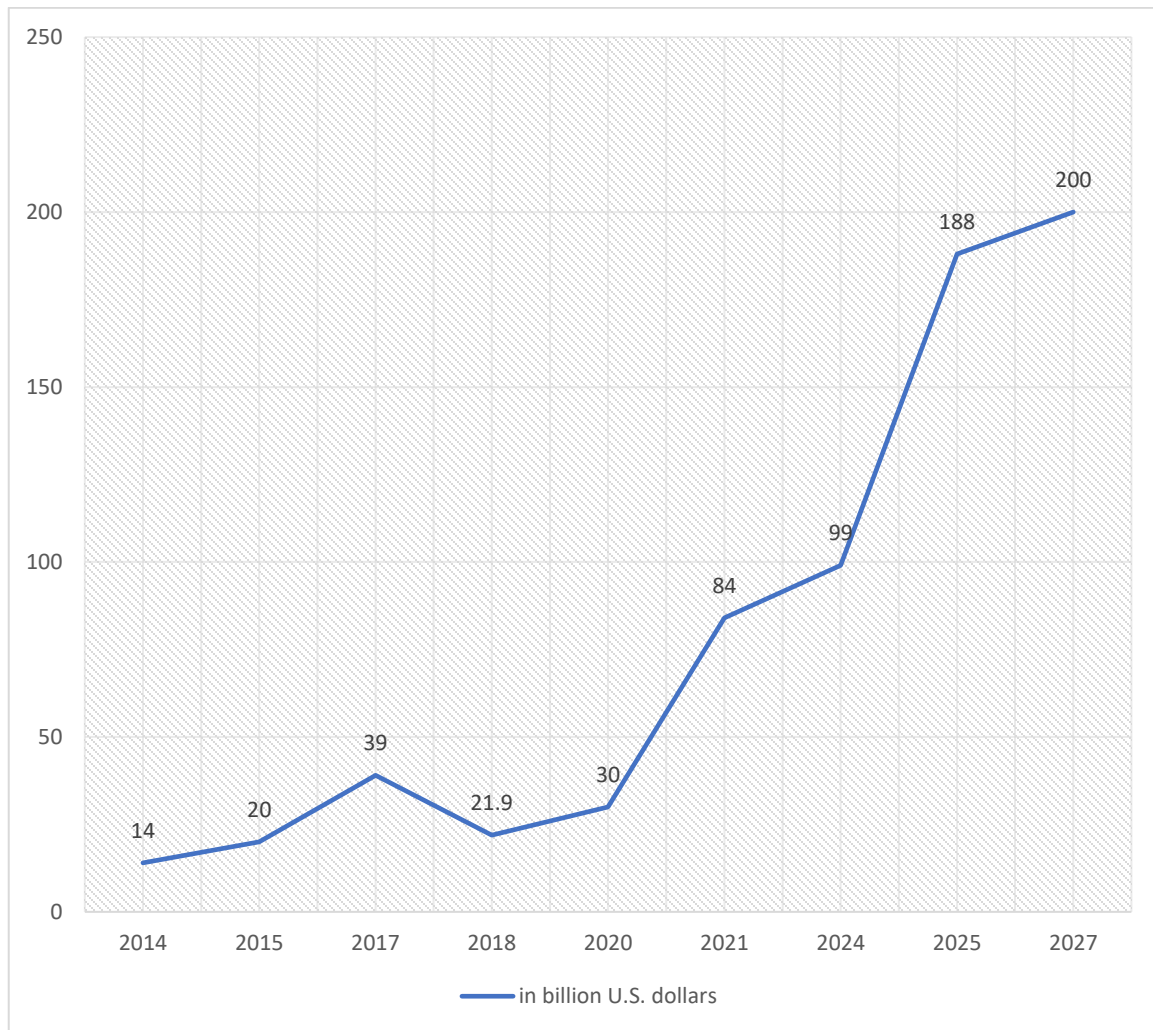
FIGURE 2 SOURCE: WWW.STATISTA.COM/

- Owing to the increasing internet user base and favorable market conditions, India has a lot of potential in the e-commerce industry. Growing at an exponential rate, the market value of the e-commerce industry in India was approximately 22 billion U.S dollars in 2018. This number was estimated to reach 200 billion U.S. dollars by 2027.

Indian E-commerce market and its player's share
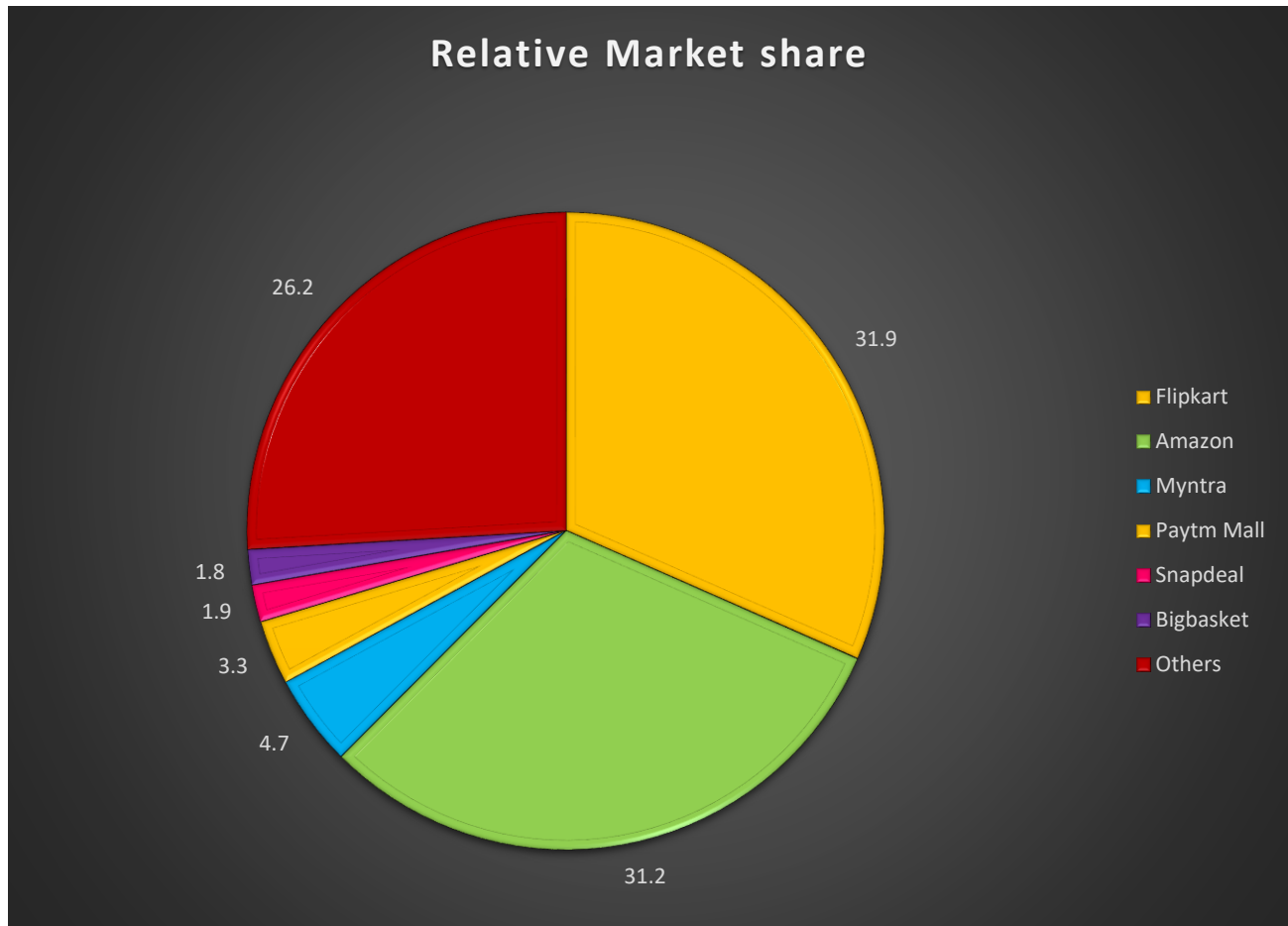
FIGURE 3 DATA COMPILED ON OCT 0 2019 SOURCE: FORRESTER ANALYTICS

Barriers in the industry

1. Cyber and data security
2. Converting Shoppers into paying customers
3. Attracting the perfect customer
4. Customer experience
5. Customer loyalty
6. Online identity verification
7. Competition and competitor analysis
8. Price and shopping
9. Product return and refund policies
10. Finding the right tech partners

Porter's 5 Force Model

Supplier Power

In this industry, suppliers are the producers of finished products like Apple, Dell, Nike, etc. Online retail companies sell different products ranging from computer accessories to cosmetic's to apparels to clothes. Since there are many producers for any specific category, they cannot show their energy on online retail companies. For example, if you see the computers category, there are many producers like Apple, Lenovo, Toshiba and Dell, who desires to sell their products using these online retail companies. So, they will not be having the ability to operate the online retail companies. Online customers can choose the products and the changing costs in this scenario are zero. It is hard for manufacturers of finished products to come into industry because of challenges in Logistics. Online retail industry is important to producers because it plays as one of the medium to sell the products. Now, most of the customers are purchasing online through online companies, they can't risk to lose this medium. So, they can't state their terms with online retail companies. So, in this industry the producer's power is low.

Buyer Power

Purchasers in this industry are clients who purchase the items on the web. Since this industry is in flood of numerous players, clients are having part of choices to choose the things. Changing expenses are likewise less for purchasers since they can without much of a stretch change benefit from one online organization to other one. Same items will be shown in a few online retail sites. In this way, item separation is low. In this way, every one of these elements make clients to have more power when contrasted with online retail organizations.

Threat of New Entrants

- Threat of new participants is high in this online retail industry in view of taking after reasons.
- Indian government will permit 51% FDI in multi mark online retail and 100% FDI in single brand online retail at some point or another. Along these lines, this implies outside organizations can come and begin organizations. their own
- There are less boundaries to passage like less measure of cash required to begin a business, less measure of framework required to begin business. All you need is to tie up with providers of items and you have to build up a site to show items so clients can arrange items, and a tie up with online installment portal supplier like bill work area.
- Industry is additionally going to develop at a fast rate. It will touch 76 billion $ by 2021. Industry will encounter an exponential development rate. Along these lines, clearly nobody needs to miss this huge open door.

Threat of Substitutes

Substitute for this industry starting at now is physical stores. Their danger is low for this industry since clients are going for online buys as opposed to going to physical stores as it will spare time, exertion, and cash. With the coming and infiltration of web and advanced mobile phones, future in retail has a place with online retail. When we think about relative quality, relative cost of item that he/she purchases online with physical store, both are practically same and now and again, online rebates will be accessible which makes clients to purchase items on the web.

Rivalry with in Industry

Flipkart is facing a lot of competition from many retailers like Snapdeal, Amazon, Homeshop18, Indiaplaza and many more. Flipkart is working in online retail industry. Online retail industries worth's 1.4-1.6 billion dollars. According to a recent TechnoPak report, e-tailing has the abilities to grow in more than hundred-fold in upcoming 9 years and to reach $76 billion approximate in 2021. This growth will be increased by the country's growing Internet users, which will may be comprising 180 million broadband users approximate 2020, and a rapidly increasing class of Internet users. In few years, Indian online retail industry will grow to approximately 10 billion dollars. Some of the major challenges faced by online retailers are education, trust and customer loyalty. Many customers like Cash on Delivery option in place of credit/debit card payment. Rivalry is high in this industry with such a large number of players like Flipkart, Myntra, Jabong, Snapdeal, Amazon, Indiaplaza, Homeshop18 and so on.

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

Flipkart's Warehouse Management
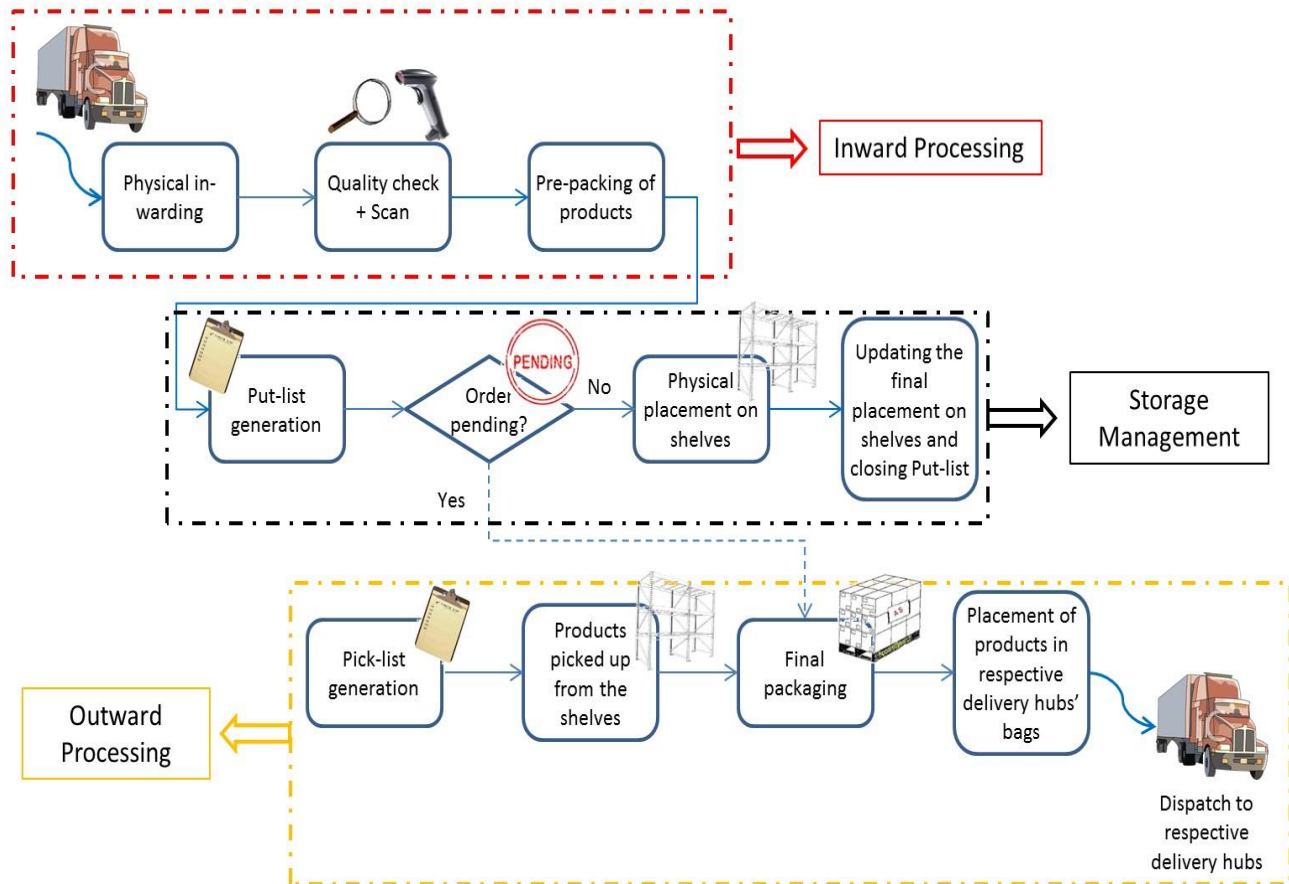
IRN Creation

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

IRN Receiving

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

IRN Submission

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

Put list Creation

This is the last process of inward. Here first select warehouse, then click on admin button indamine 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 put list, Quantity for Put way, Bulk area, Updated by, Updated at, all this help for Put list creation. Now we have to copy the WID and click on the inventory button and select the create put list screen, here we get put list page in this page we will select the device, there are two options i.e. mobile and manual in this we use manual let's select because currently my process on desktop then next we select bulk type which was inward bulk after this select put list type i.e. normal put list. Finally we have copy paste the WID in the Midsections and click on Add Quantity then click on Create Put list button. After successfully creation of put list we get put list 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 put way

B) Outward Processing

Picklist generation

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

In Scan

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

Gate In

Get in process is done when loading or unloading of products we have to. So for gate in we have to select facility and vehicle no. then click on submit button. Now, we get the vehicle's Gate In checklist. Here select the condition to be acceptable or unacceptable. After accepting all the condition Gate-In successfully done.

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 centre 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.

Put list 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 put list 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 put list button and give the print to inventory department to keep that product at their location.

Put list Conformation

After successfully creation of put list we will do put list creation. When we create put list we get a put list id copy that id and paste in put list 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 waysi.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 unroll person to check is system quantity match with physical quantity or not.

Electronic Data Interchange (EDI)

EDI is a software which is use to exchange the business data between two origination. It has Avery 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.

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 handled well.

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 behaviour, give equal respect to everyone - just like everyone gets equal respect in Amazon, be it mana

Questionnaire designing

- Type of information needed
- Contents of individual question
- Question structure
- Method of interview

SystemQ1. What is your gender?
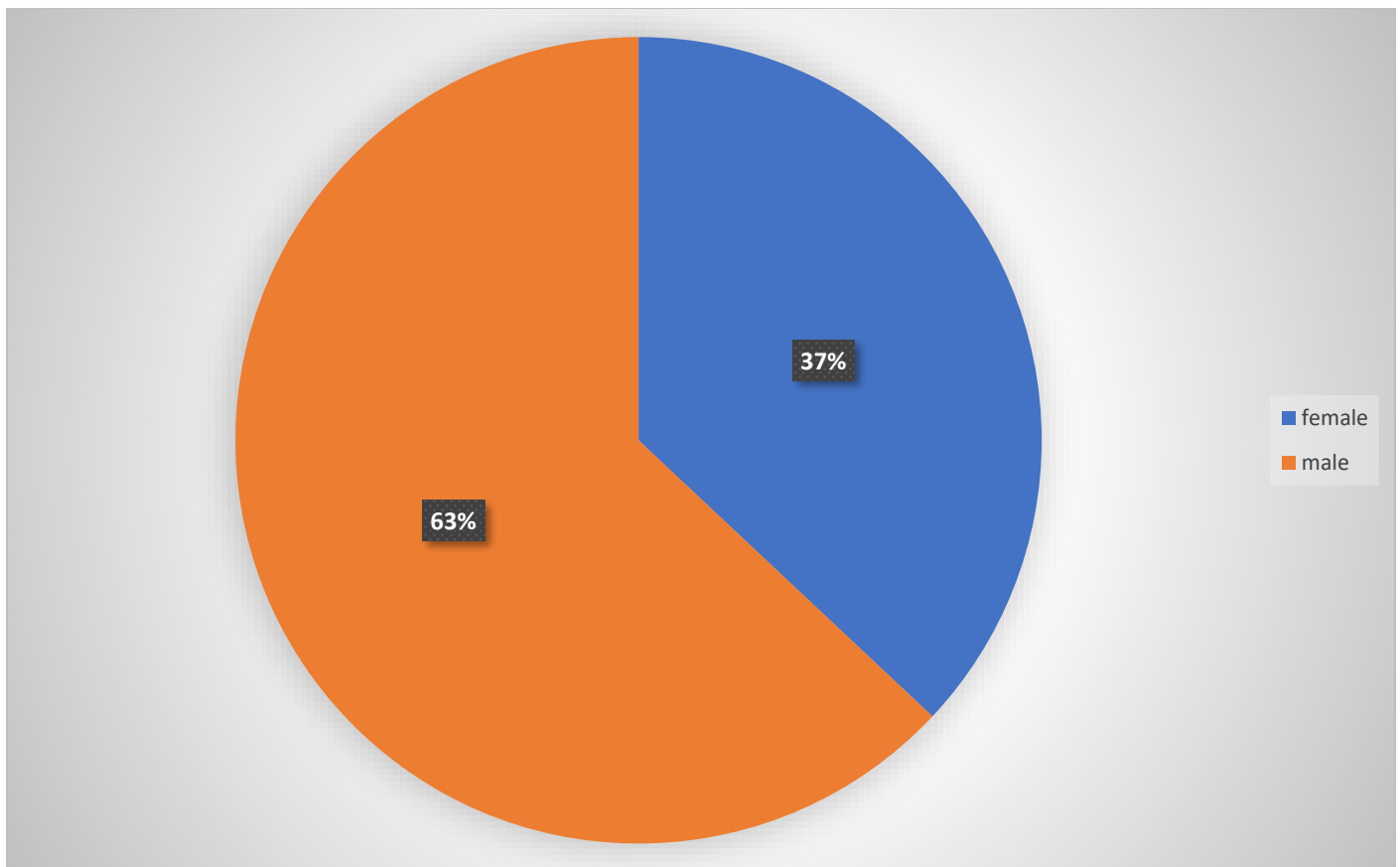
INTERPRETATION:-

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

Q2.Numbers of Employees?

Legend:
- less than 50
- 50-100
- 100-250
- 250-300
- more than 500

Chart values: 17%, 8%, 21%, 46%, 8%
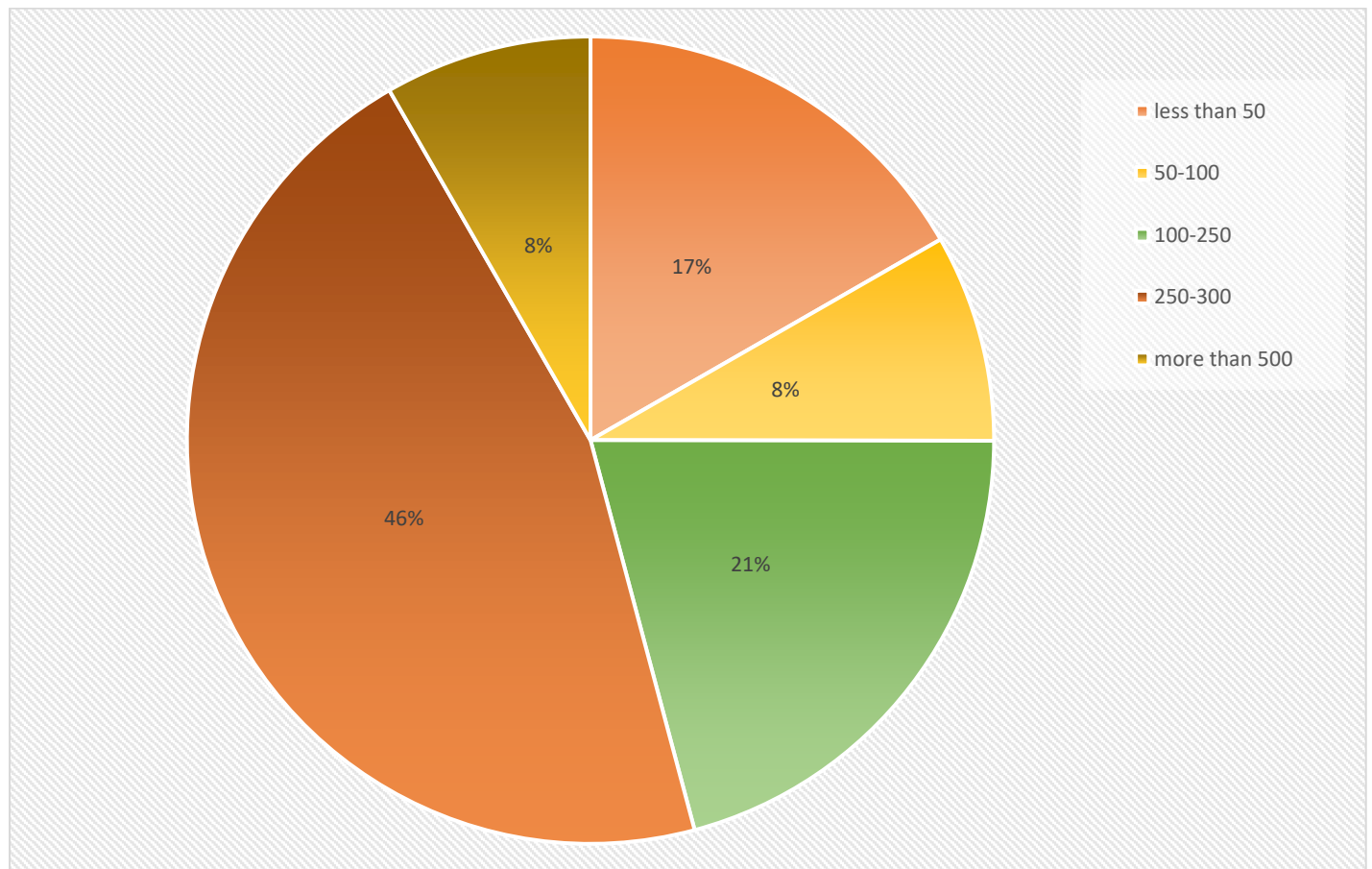
INTERPRETATION:-

As per the survey 45.8% of the respondents said that 250-500 employees worked in their warehouse, 20.8% said that 100-250 workers, 16.7% said that the SCM had less than 50employees and 8.3% of the respondents said that 500 and more employees and other 8.3% of the respondents said that 50-100 workers work in SCM.

Q3. Please provide a location of warehouse?
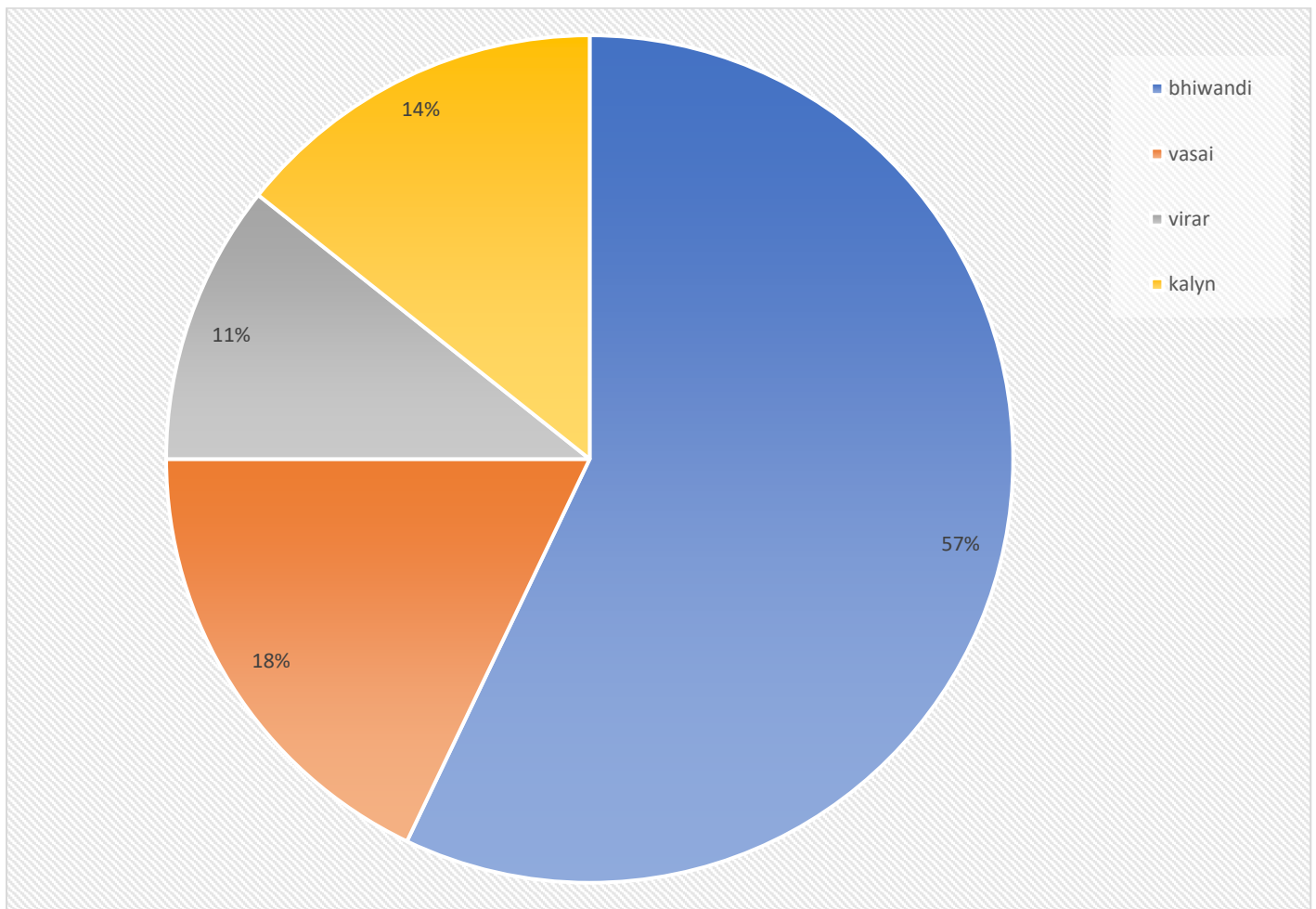
INTERPRETATION:-

According to survey there is large number of warehouse in bhiwandi i.e. 57.1% and 17.9%warehouses located in vasai, 14.3% in kalyan and last 10.7% warehouse located in virar.

Q4. What type(s) of commodities are stored in the warehouses
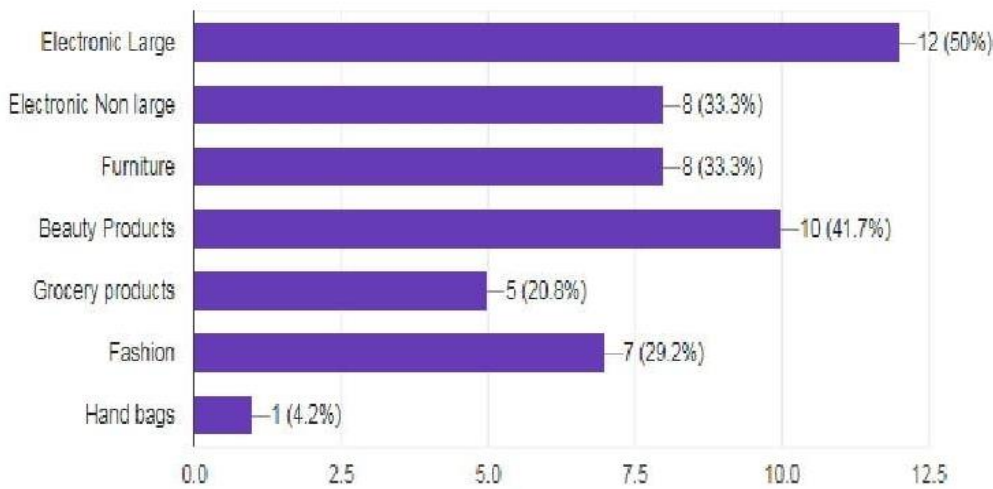
INTERPRETATION:-

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% inn on-large electronic goods, also the 29.2% in fashion products and 20.8% said that they are working in grocery products warehouse.

Q5.Is an outside auditor or independent counting service involved in the inventory process?
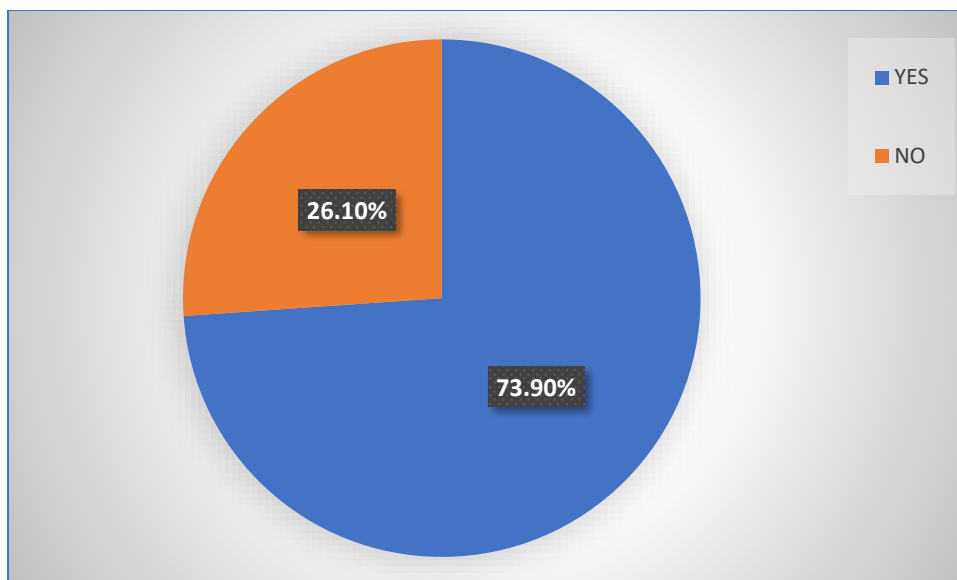
INTERPRETATION:-

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.

Q6 What do you check at the time of unloading the products to verify whether the correct product is received?
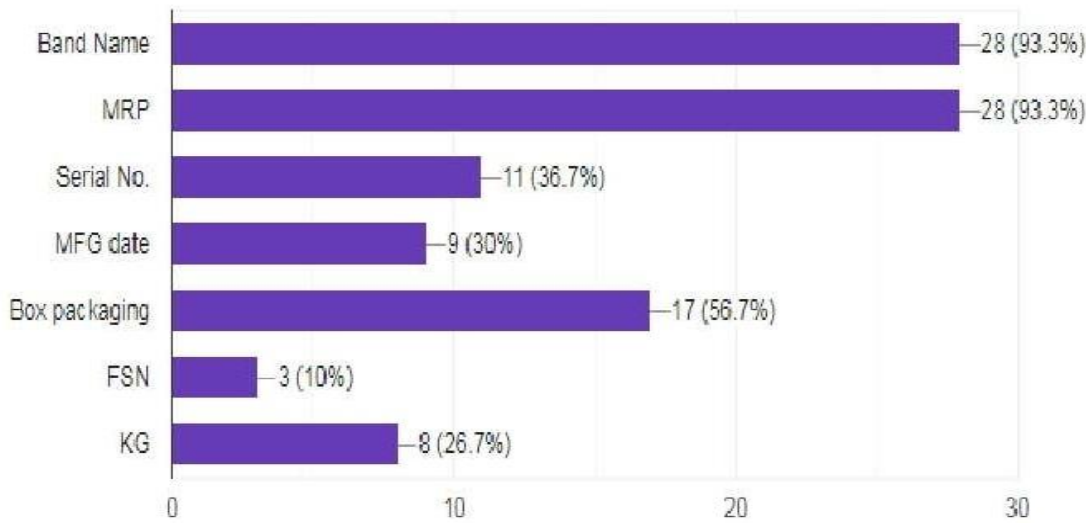
INTERPRETATION:-

According to survey at time of quality check brand name & MRP check compulsory check also checking box packaging, serial no., and MFG date but there was an only few of checking FSN on product.

Q7. Is an outside auditor or independent counting service involved in the inventory process?
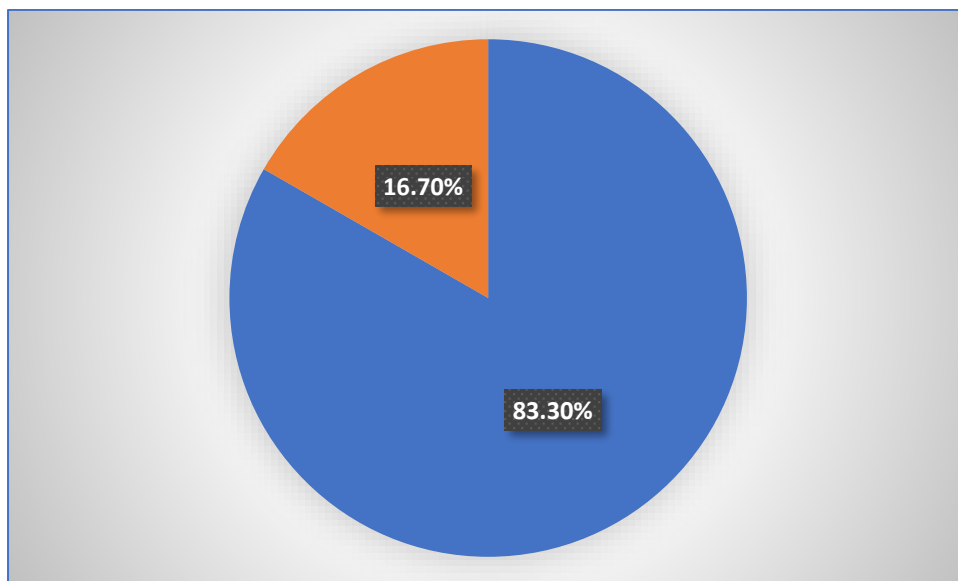
INTERPRETATION:-

According to survey 83.3% employee said that the inventory auditor involve in inventory process and 16.7 said no outsider auditor involve in inventory process.

48

Q8. Please indicate the physical controls in place to prevent a loss?
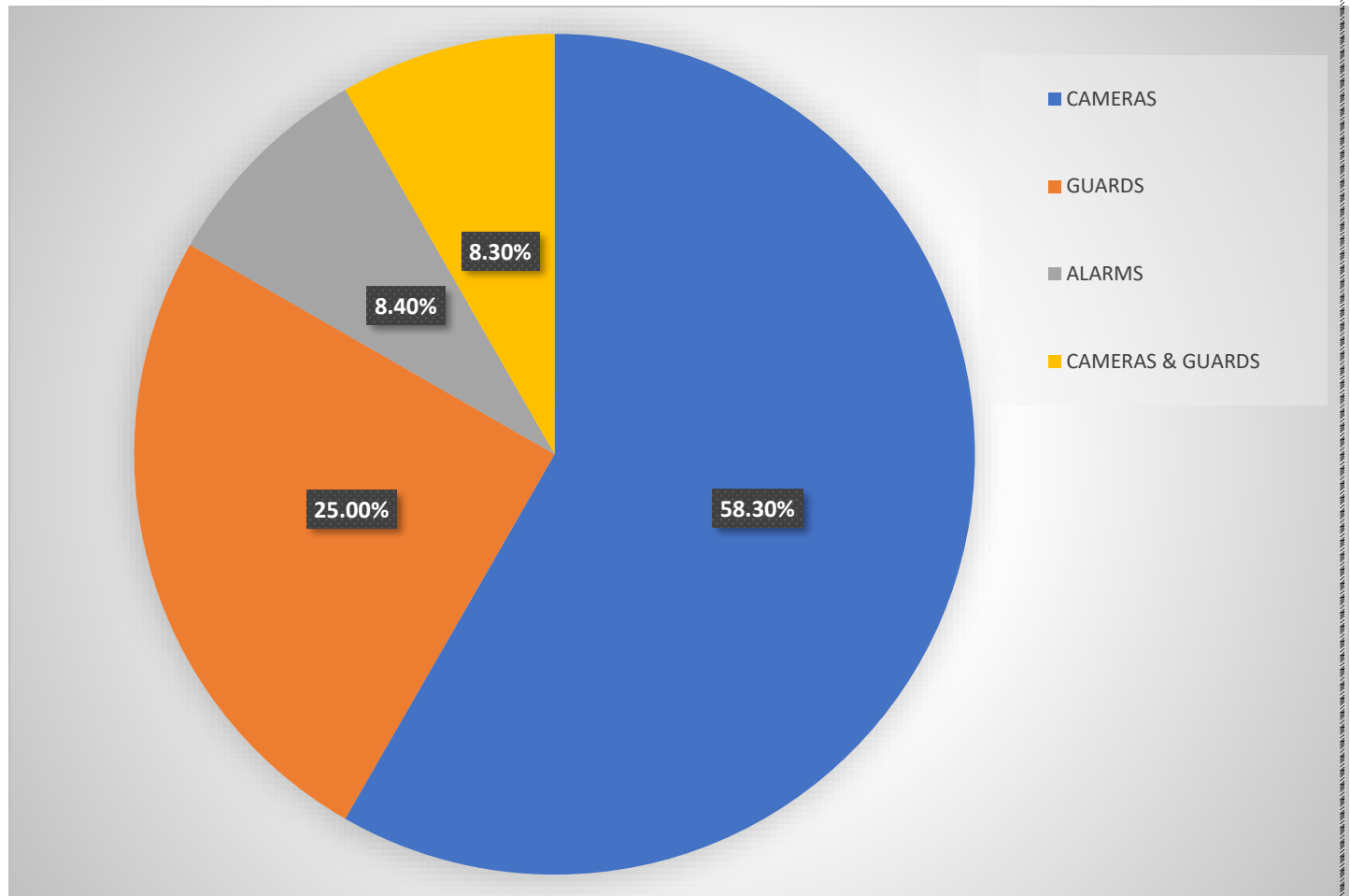
 INTERPRETATION:-

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

Q9. Please indicate the physical controls in place to prevent a loss?
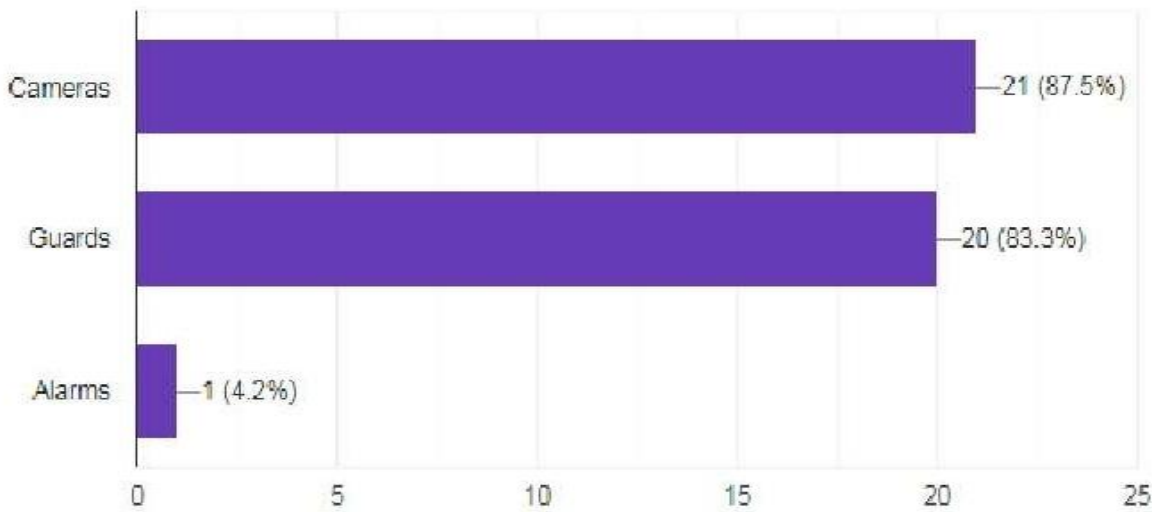
INTERPRETATION:-

According to survey there was an 21 respondent said that the product protected in warehouse from theft with the help of camera and 20 respondent said that the product protected in warehouse from theft with the help of guard and one respondent said that the alarms are used for protection.

Q10 supply chain members are actively involved in standardizing supply chain practices and operations?
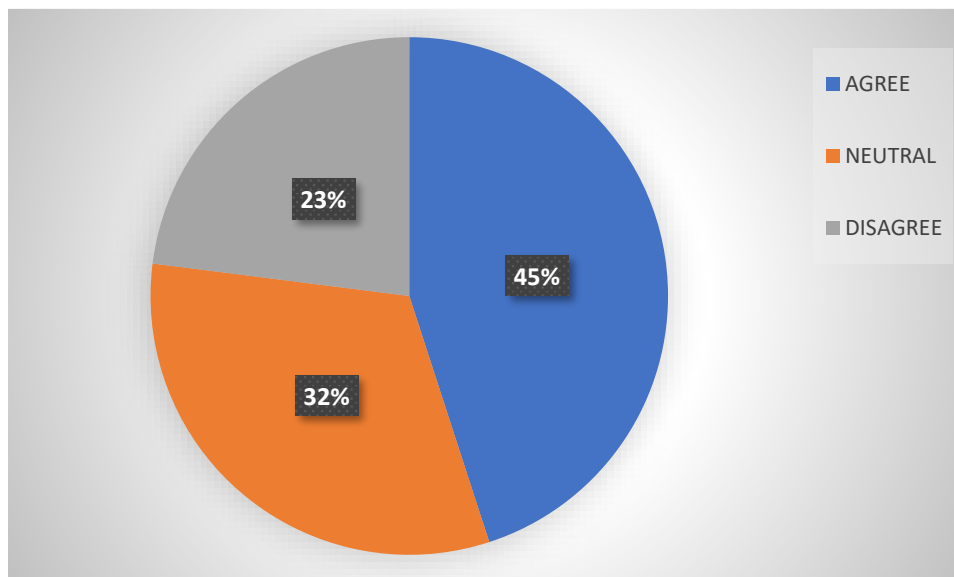
INTERPRETATION:-

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.

Q11.What is the percentage damage to the product at the time of unloading?
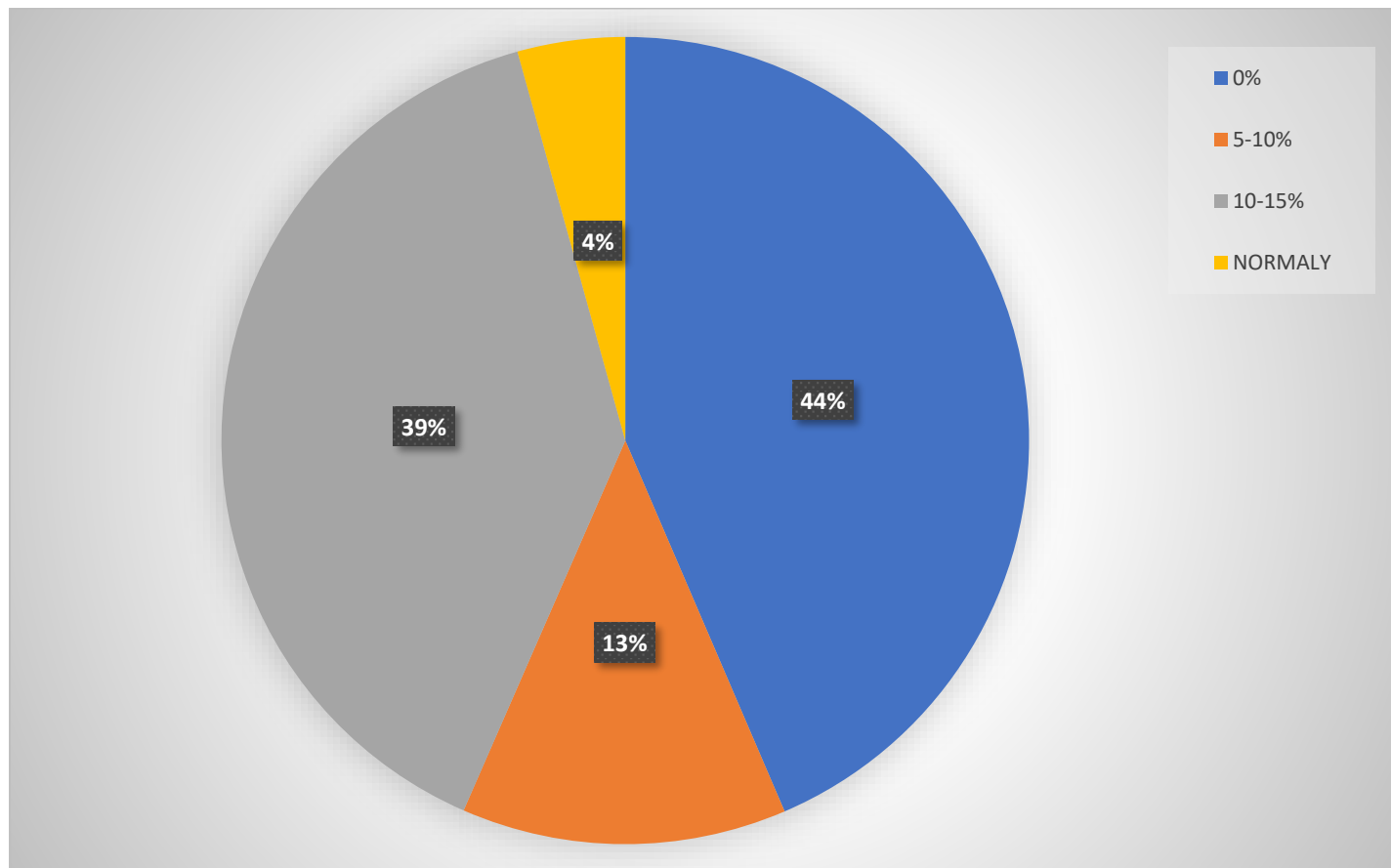
INTERPRETATION:

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.

Q12. How much time picking department take to pick the single product and complete dispatch?

Chart Title

- 2-3 MINUTE
- 4-6 MINUTE
- 7-10 MINUTE

48%
39%
13%
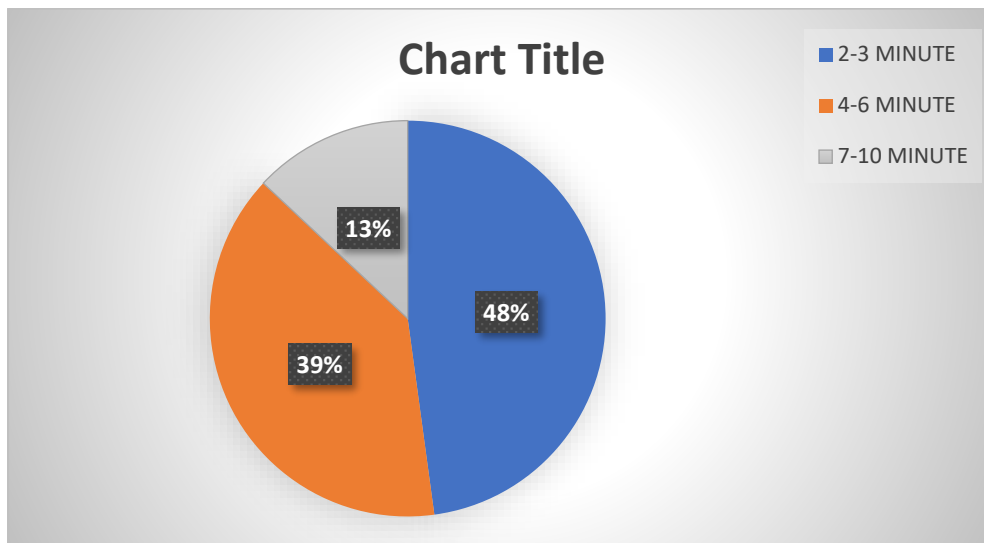
INTERPRETATION:-

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.

Q13. At time of outward what is the total time you get to process the total order shown on the system?

- 2-4 HOUR
- 4-6 HOUR
- 10 HOUR OR MORE

8.30%
33%
58.70%
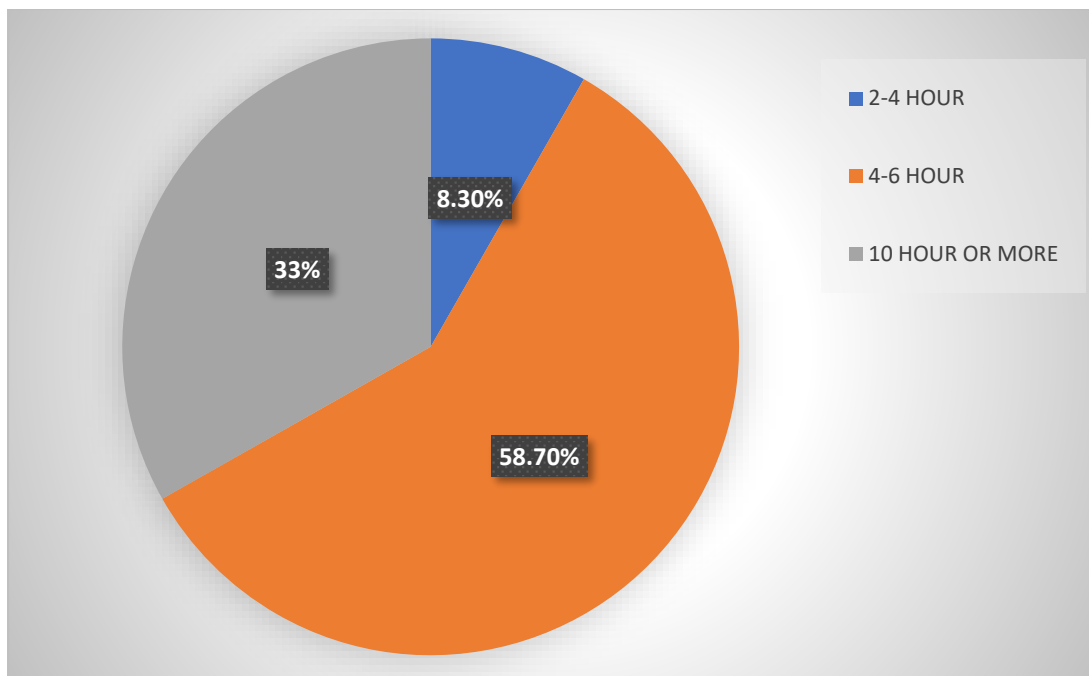
INTERPRETATION:-

According to survey 58.3% respondent said that they got total 4-6 hour to complete all order picking and dispatch process, 33.33% respondent said that they got total 10 hour and more and8.3% said that they take 2-4 hour 6 hour to complete all order picking and dispatch process.
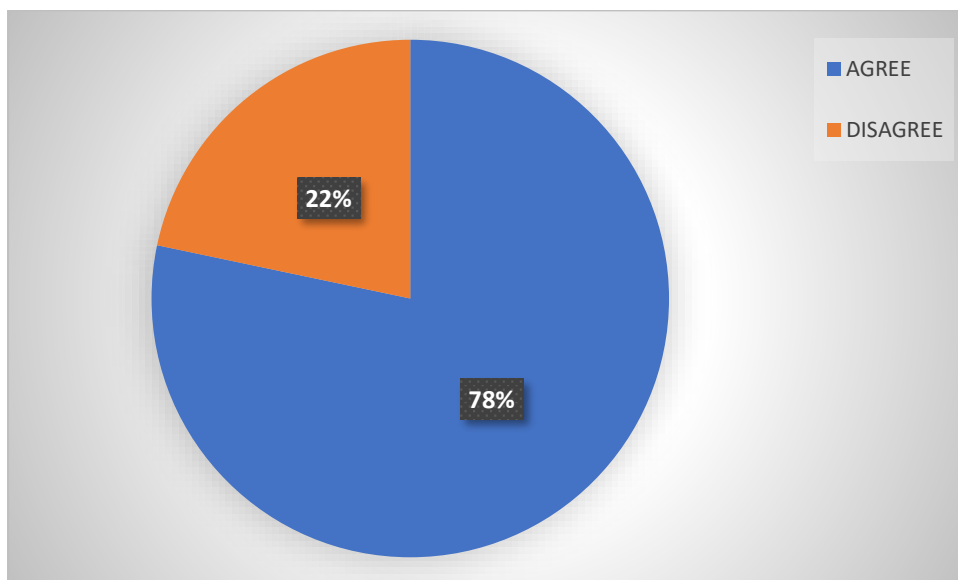
Q14. The company has an IT team that supports IT changes and updates?.
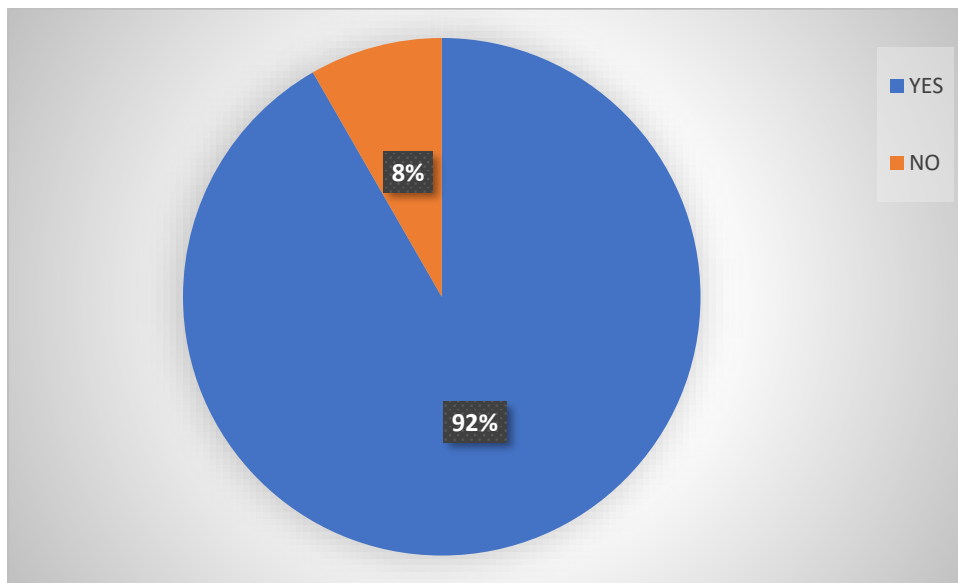
INTERPRETATION:-

According to survey 91.7% respondent said they have IT support team for changes and update in software and 8.3% respondent said they do not have any IT support for changes and update.
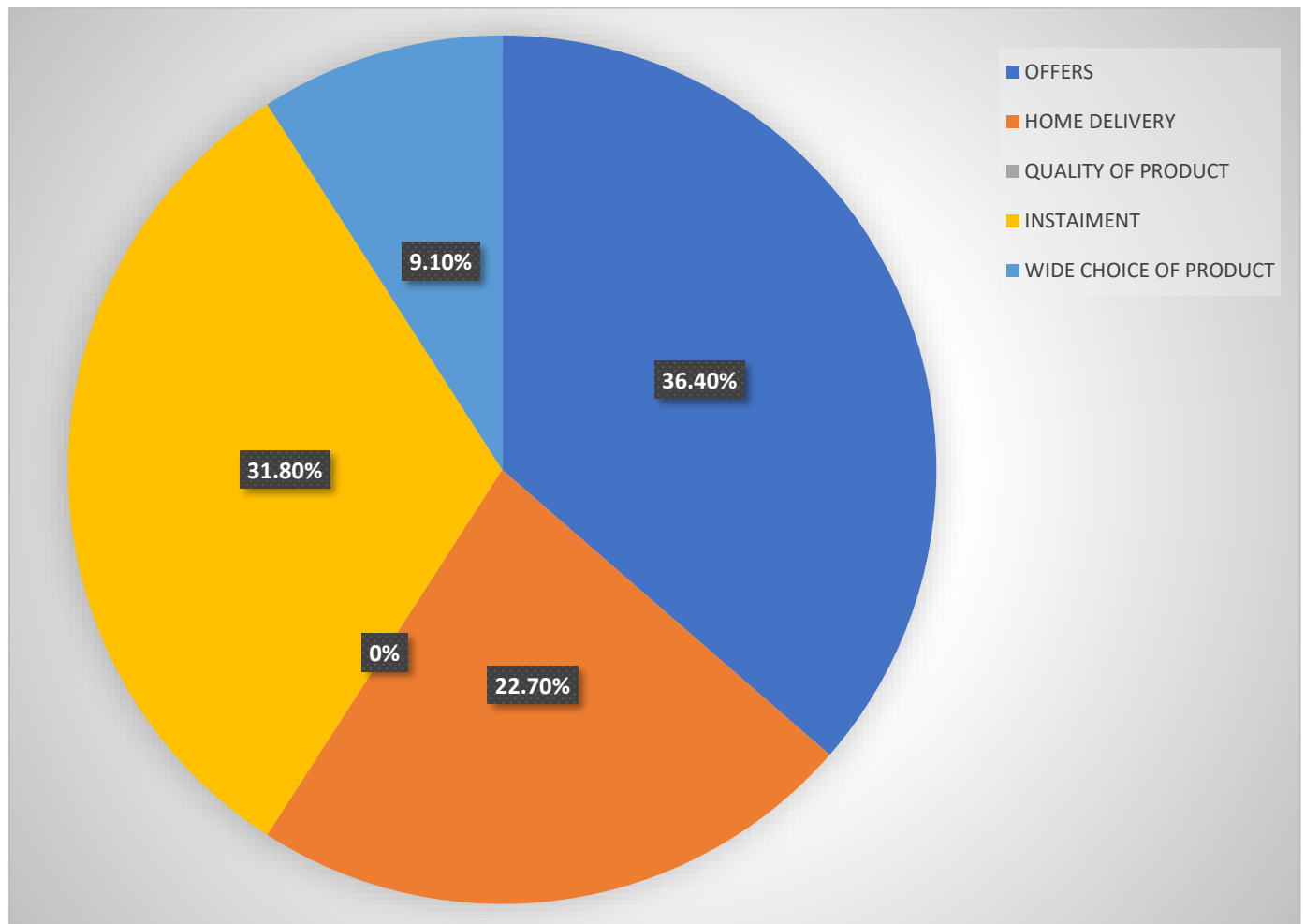
Q15. The manager shows a high commitment and support for the activities of the SC?

INTERPRETATION:-

According to survey 78.3% respondent said that their manager show a high commitment and support and 21.7% said that their manager does not show a high commitment and support inactivity of supply chain management.

Q16. What is the reason for shopping in Flipkart?

 INTERPRETATION:-

As per the survey 36.4% of respondents shop on Flipkart because of offers. 31.8% of respondents shop on Flipkart because of instillment, 22.7% of respondents shop on Flipkart because of quality of product. And 9.1% of respondents shop on Flipkart because of wide choice of product.

Q17. Which of the following features you do NOT like about Flipkart?
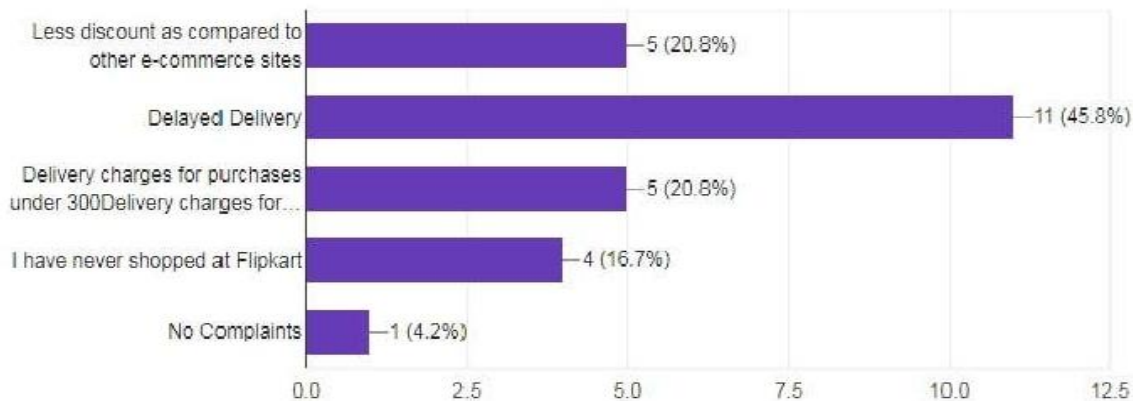
INTERPRETATION:-

As per the survey the features does not like by the customer i.e. delayed in delivery. There was45.8% of respondent said that they got late delivery order from flipkart. 20.8% said fewer discounts as compare to other e-commerce site & delivery charges under purchase of 300 rs.16.7% never shop on flipkart and 4.2% has no complaint.

Q18. Do you feel safe in shopping through Flipkart?
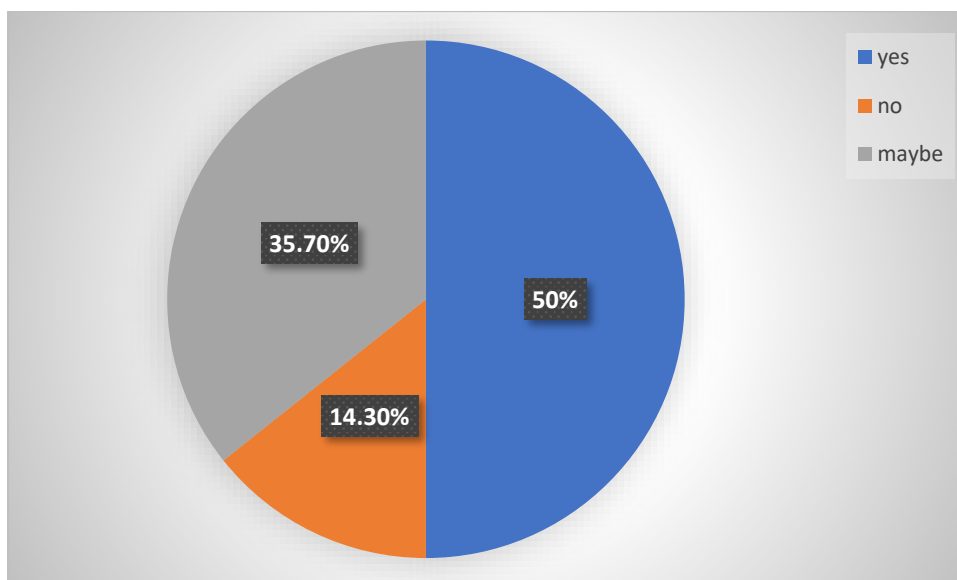
INTERPRETATION:-

As per survey 50% respondent feel safe on flipkart website for purchase, 14.3% respondent does not feel safe on flipkart website for purchase and remaining 35.7% of respondent are not sure either it is safe or not.

Conclusion

In conclusion, through several interviews with industry insiders, it was evident that Flipkart is a learning organization. They do not spend a lot of time in addressing a problem till it becomes a burning issue and affects profitability significantly.

The company is extremely CEO-driven and encourages entrepreneurial thoughts. This has enabled a lot of in-house innovation and organically developed best-practices - that have now become the industry standard.

New global competitors with better best-practices are arriving in India shortly. Amazon is the biggest example of the same. Increased competition will put further pressure on margins and will need better handling of supply chain issues.

Last but not the least; Flipkart has very clearly prioritised customer delight as its chief avenue for customer acquisition and retention. This causes them to build a lot of slack into their exist systems causing higher costs at several points in the supply chain. Will this strategy ultimately succeed in the long run –is anybody's gues.

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. Every time there was an issue on website or disconnection of internet, this is the biggest reason of delaying delivery of order.

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