BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES
MBA (2020-2022)

SUMMER INTERNSHIP REPORT 2022

STUDENT NAME:

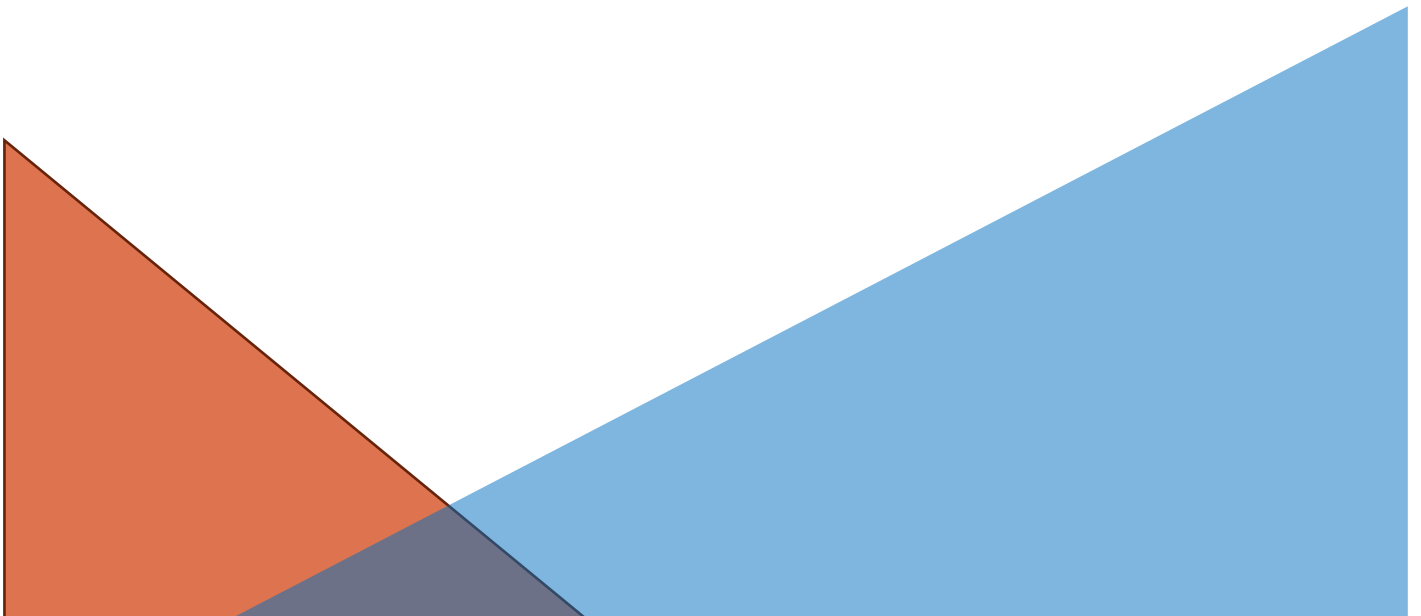DEBAKI NANDAN DHAL

FACULTY GUIDE

Dr. VARUN AGARWAL

BPUT REGD. NO:

2006258079

CORPORATE NAME

FLIPKART

A PROJECT REPORT ON

"A Study on operations & challenges in the warehouse management at
Flipkart Haringhata RDC, Kolkata"

A FINAL SIP REPORT SUBMITTED

TO

BIJU PATNAIK UNIVERSITY OF TECHNOLOGY

(BPUT)

ODISHA

SUBMITTED BY

DEBAKI NANDAN DHAL

BPUT REG.NO: 2006258079

UNDERTHE GUIDANCE OF

Dr. VARUN AGARWAL

**BIJU PATNAIK INSTITUTE OF INFORMATION
TECHNOLOGY & MANAGEMENT STUDIES (BIITM)**

(Recognized by AICTE, New Delhi & Affiliated to BPUT, Rourkela)

BHUBANESWAR

CERTIFICATE OF INTERNAL GUIDE

This is to certify that the Project work titled "**A Study on operations & challenges in the warehouse management at Flipkart Haringhata RDC, Kolkata**" is a bonafide work of **Mr. DEBAKI NANDAN DHAL, Reg. No: 2006258079** carried out in partial fulfillment for the award of degree of MASTER OF BUSINESS ADMINISTRATION FOR THE SESSION 2020-2022 of BIJU PATTNAIK INSTITUTE OF IT & MANAGEMENT STUDIES, ODISHA under my guidance. This project work is original and not submitted earlier for the award of any degree or associate ship of any other University or Institution. The thesis:

- Embodies the work of the candidate himself.
- Has duly been completed
- Fulfils the requirements of the rules and regulation relating to the summer internship of Institute.
- Is up to standard both in respect to content and language for being referred to the examiner.

Date:

Place: **Signature of the Guide**

CERTIFICATE FROM THE COMPANY GUIDE

DECLARATION

I, **Mr. Debaki Nandan Dhal** hereby declare that the project work titled, **"A Study on operations & challenges in the warehouse management at Flipkart Haringhata RDC, Kolkata"** is the original work done by me and submitted to Biju Patnaik University of Technology (BPUT), Odisha, in fulfillment of requirements for the award of Master of Business Administration (MBA) is a recorded of the work done by me under the supervision of **Dr. Varun Agarwal**. This thesis has not formed before the basis of any degree, diploma or any similar title.

Date-   Debaki Nandan Dhal

                                                                                      Registration No: 2006258079

EXECUTIVE SUMMARY

Title of the internship report is "**A Study on operations & challenges in the warehouse management at Flipkart Haringhata RDC, Kolkata**". Objective of the internship is to understand the operational activity in the warehouse and various challenges occur during picking in the picking department. Moreover, how effectively these can be optimized.

Research tool used was structured Questionnaire method and done through online   research through Google form.

Main findings of this internship are that the daily operational challenges occur within the warehouse like inbound, outbound, inventory and return center. More than 50 percent workers are vendor based who are not compatible with the warehouse system at Flipkart Haringhata RDC. The various problems in picking department are based on log in issue; tote missing, worker management problems, not more knowledge about pathway and locations and transportation within the department. The successful completion of this internship will enhance the optimization of challenges and issues in picking department of Flipkart Haringhata RDC.

ABSTRACT

Due to proliferation of internet using and mobile access has provided the huge opportunity to companies to connect with their customers through online business. After the outbreak of Covid-19 pandemic there has been huge changes in the shopping behavior of customers across world. Flipkart is a leading e-commerce company which provides platform to both buyers and sellers. Regional Distribution Center (RDC) Kalash, Haringhata, Kolkata is the largest fulfillment center of Flipkart in India. The major sections of this RDC are Inbound, Outbound, Inventory, Return center and Mother Hub. The various operational activities at the warehouse have been observed. A survey has been conducted in the picking department of the RDC, Haringhata through online among the workers of the same department regarding various challenges. The survey was done by structured questionnaire and observation method. The population size was 120 and the respondent are 107 which are done by simple random sampling technique. The questions were based on the operational activity in the picking department of the warehouse. The interpretation is established on the analysis of the responses received from the workers through graphs.

Keywords- RDC, e- commerce, Flipkart, online shopping,

TABLE 0F CONTENTS

CHAPTER-I

Introduction

Online shopping is the simple one for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping. Most of the business units are selling their products or services in online. Youth's curiosity towards online shopping is increasing day by day. The youth's perception towards online shopping is entirely different; they see this as new trend, time saving, easy accessible, variety and with more interesting. When online shopping had just come into the picture, the perception was of low security, poor in quality and untrustworthy. But gradually, the perception has changed and at the moment it is showing positive signs among youth's. Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to companies to connect with their customers. Online shopping creates a craze among both young males and females because previously where they spent a lot of time for shopping, today just by sitting at home they can browse through many sites and choose the best deal and place an order within few minutes.

The e-commerce business has gained momentum in the Indian markets. The popularity among the young generation to go for e-commerce has increased over a period of time because of the wide variety of products available at a very competitive price. Flipkart, Amazon, Snapdeal and many other have come up in the market and are able to sustain the local retailers because of the wide variety that they offer in the online stores.

Flipkart is one of India's leading e-commerce companies which provides platform to buyers and sellers. As the e-commerce revolution gained momentum in India, Flipkart grew at an accelerated pace and added several new product ranges in its portfolio.

Objective of study

1. To study the operational activity in the warehouse of Flipkart.
2. To study the major challenges during picking.
3. To study the supply chain management of Flipkart.

Scope of study

This study can help to flipkart to optimize the challenges occurs during the picking within the picking department of Flipkart Haringhata RDC. It will help to resolve daily operational issues in the warehouse and lead effective operations. The method adopted for this study is structure questionnaire with random sampling technique. This will help Flipkart to fix the issues and ensure smooth operation in the warehouse as well as supply chain management.

Methodology

The nature and source of data is primary data. I personally have collected from the various employees in the picking department of flipkart during my internship period. The data varies from permanent employee to vendor based employee with both night shift and day shift employee. Some part of data is collected through observation method. The population and sample sizes are 120 and 107 respectively. The method used for collection of data is questionnaire method. The structured questions are sent to the employee of the picking department and requested them to return back through Google form. The total number of structured questions was 17 which were based on the daily operational activity and challenges in picking department of flipkart at haringhata RDC. Data has been collected by simple random sampling method within the picking department. Some secondary data are collected from various journals, websites for competitive and customer analysis of the Flipkart.

CHAPTER-II

Company profile

Flipkart is a leading Indian E-commerce firm, headquartered in Bangalore, Karnataka, India, which has been delighting Indian consumers over the years. It started out as a small online bookstore and now is a billion-dollar firm. It was founded in 2007, by Sachin and Binni Bansal, students of IIT Delhi who were the ex-employees of Amazon.com. This e-commerce company has registered in Singapore, but operates in India.

Flipkart works as a marketplace that connects all interested sellers to their potential customers and assists them in making the sale. Flipkart follows a clear Business- to- consumer model or more commonly known as a B2C model.

Company highlights

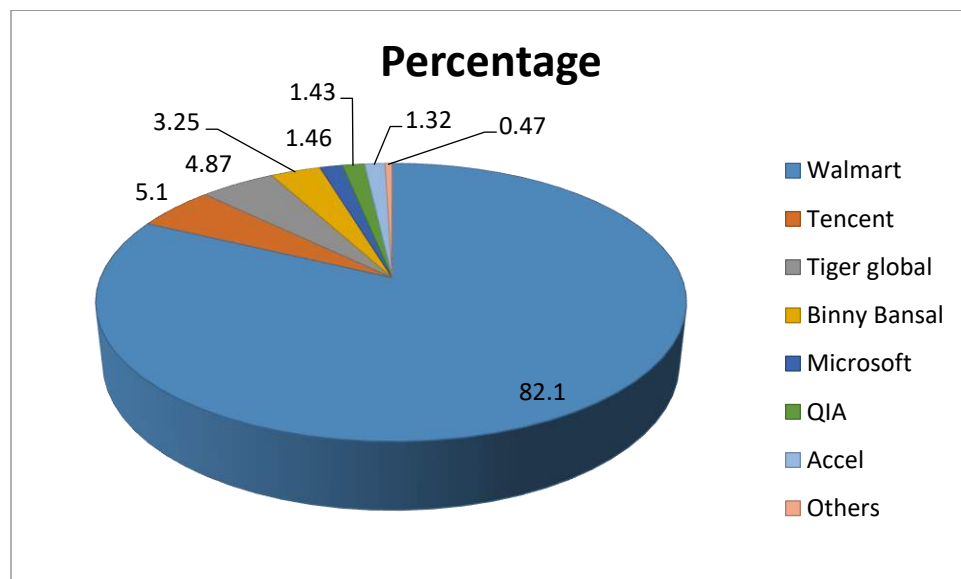| Company name	Flipkart
Headquarter	Bengaluru, India
Sector	E-commerce, online shopping
Founders	Sachin Bansal, Binny Bansal
Founded	2007
Parent organization	Walmart
Area served	India
Website	Flipkart.com

Business Structure

According to a report in November 2014, Flipkart was operating through a complex business structure that included nine firms, some registered in Singapore and some in India. In 2012, Flipkart co-founders sold WS Retail to a consortium of investors led by Rajeev Kuchhal.Flipkart's Indian entities are owned by Flipkart Pvt. Ltd, which is registered in Singapore. The Singapore-registered entity owns eight Indian companies, including Flipkart

Internet Pvt. Ltd, the company that runs the e-commerce marketplace Flipkart.com, Flipkart India Pvt. Ltd, the wholesale business, and Flipkart Logistics Pvt. Ltd, which runs Ekart.

Flipkart shareholder

Shareholder's name	Percentage
Walmart	82.1
Tencent	5.1
Tiger global	4.87
Binny Bansal	3.25
Microsoft	1.46
QIA	1.43
Accel	1.32
Others	0.47

The shareholders of Flipkart are as shown on table where Walmart acquires highest share of the total. The names of the shareholder are Walmart, Tencent, Tiger Global, Binny Bansal, Microsoft, QIA, and Accel.

Flipkart subsidiaries

| Company Name	Joined Date
Upstream Commerce	September 2018
Liv.ai	August 2018
F1 Info Solutions & Services	September 2017
eBay India	August 2017
Jabong	July 2016
PhonePe	April 2016
MapmyIndia	December 2015
FX Mart	September 2015
Appiterate	April 2015
Myntra	May 2014
Mallers	October 2011

Flipkart has acquired various organizations till date. Their most recent acquisition was 100% stake in Walmart India in July 2020 and upstream commerce on Sep 9, 2018.

In 2014, Flipkart bought an online apparel retailer named Myntra which is currently one of the most preferred online shopping portals for youth. The deal was closed for around $300 million. In 2016, Flipkart bought another fashion retailer named Jabong for $70 million. In the same year, Flipkart bought a payment startup company PhonePe. The company acquired eBay in 2017. In April 2017, eBay announced that it would sell its Indian subsidiary eBay.in to Flipkart and make a US$500 million cash investment in the company.On August, 2018, Walmart acquired a 77% stake in Flipkart which was the largest online e-commerce acquisition in the world at that time. The deal was made for $16 Billion, which was increased to 82.1% later on in the same year.

Capital Structure

| Name of Company	Flipkart
Net worth 2021	$37.6 Billion
Net Worth in Indian Rupees	2.8 Lakh Corer
Net income 2020	38.4 Billion
Revenue	43,615 crore INR

Flipkart has raised a total of $12.6B in funding over 25 rounds. Their latest funding of $3.6 Billion was raised on July 12, 2021, from a Corporate Round led by GIC, Canada Pension Plan Investment Board, Softbank Vision Fund 2, Walmart and other investors. Flipkart started with an initial capital of $6000 in the year 2007. In 2008, Accel India, a venture capital firm, provided funding of $1 million. By the year 2012, Flipkart became a unicorn startup and South African Tec Major Naspers announced further funding of $150 million. After Flipkart acquired Myntra in the year 2014, it was able to rise a funding of $210 million from DST Global. As of May 2015, Flipkart had raised $550 million from some of its existing investors, in a deal that raised its total valuation to $15 billion. In April 2017, Flipkart underwent another round of funding, with $1.4 billion at a valuation of $11.6 billion, including eBay, Microsoft, and Tencent.In August 2018, U.S.-based retail chain Walmart acquired a 77% controlling stake in Flipkart for US$16 billion, valuing it at $20 billion. This was further increased to 81.3% in the month of November of the same year. The acquisition was completed on 18 August 2018. Walmart also provided US$2 billion in equity funding to the company. Flipkart raises around $3.6 Bn on July 12, 2021, from the latest round led by GIC, Canada Pension Plan Investment Board, Softbank Vision Fund 2, Walmart, and others in what is deemed to be one of the biggest financing rounds in the history of consumer tech businesses in India. With this recent addition, Flipkart is looking to invest in people, technology, improve the supply chain, develop its infrastructure, digitize grocery stores, and further add to it.Furthermore, Flipkart's new infusion also marks the return of Softbank, which took its exit in 2018, when Walmart bought the company. Softbank is also in talks with the Bangalore-based company to pump in around $300-500 million in the upcoming months. Flipkart is currently valued at $37.6 billion, as of July 12, 2021, and is preparing for its upcoming public listing.

Revenue Between 2014-2020
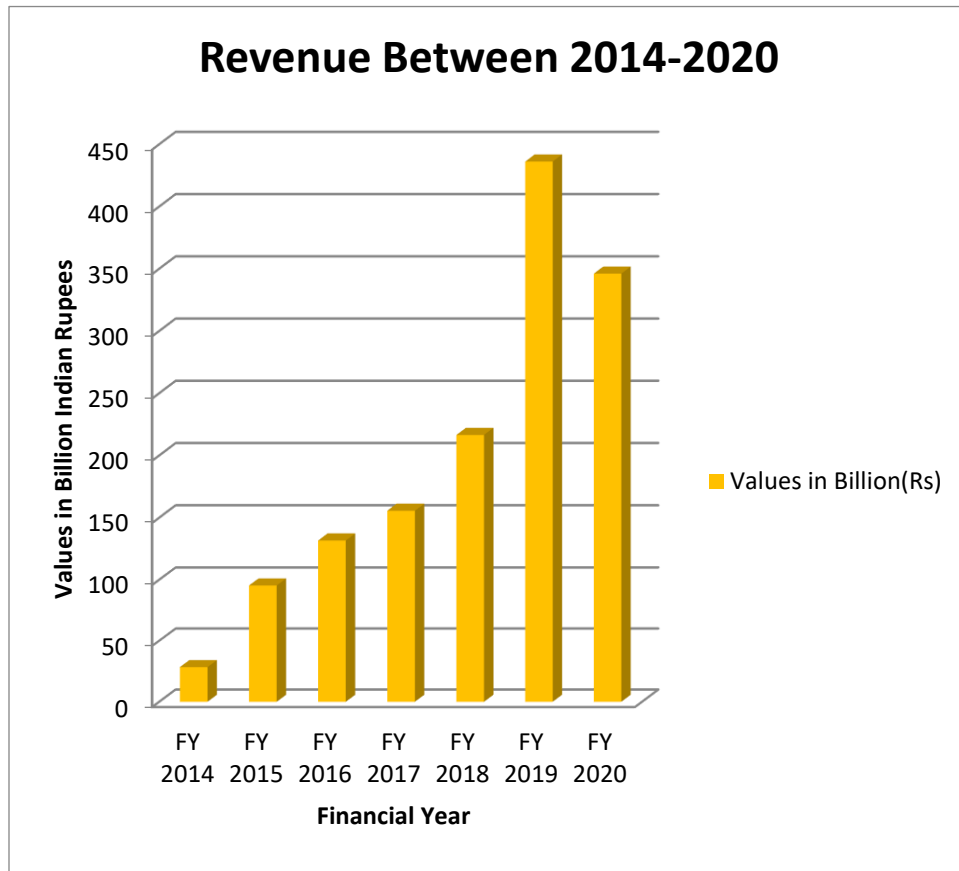
HR Policy & Organizational chart

- employees are at the center of all policies and decisions

- Equality – No differentiation by levels

- Trust people to do the right thing

- Care – When in need, be there

- Inclusivity – Understand all needs and be flexible

- Focus on usability and adoption of the benefits

Organizational chart of Flipkart
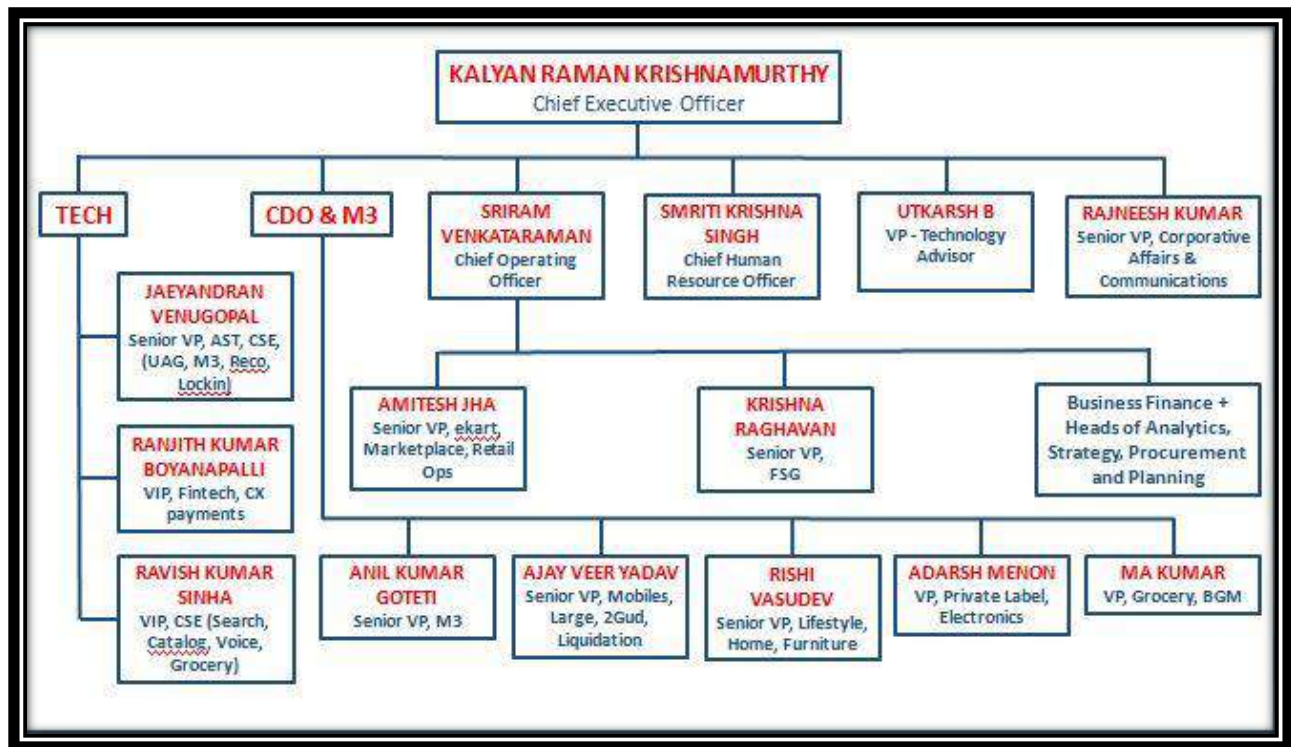
Flipkart'sBenefits strategy

Benefits   **Unique features of the program**

Insurance
- No top-up limit for additional coverage

Work-life balance
- Marriage leave, Unlimited, bereavement leave, Special Day leave

Career Break
- One to six months break of tenured full time employ

Maternity
- Flexible working hours, transport reimbursement, dedicated car parking spot, easy transaction back to work

Employee Assistance Program
- 24/7 telephonic counselling support for self and family, Wellness coaching for young parents

Day Care support
- Tie-ups, Financial support

Paternity
- Flexible working hours and leave

Adoption Assistance
- Legal support, Financial assistance, and leave

Higher Education
- Financial Support

Wellness Program
- Variety of wellness camps, wellness portal, mobile app

Business Analysis

Flipkart Mission Statement

Ab har wish hogi poori!

Flipkart Vision Statement

To become Amazon of India

Flipkart Values

Customer First, Ownership, Bias for Action, Audacity, Respect

Product

Initially, Flipkart had only one product line: books Later, the company expanded itself into different product segments.Now it is selling more than 80 million products of many categories including electronic goods, Literatures & stationery, home appliances, fashion products (clothes, footwear, and accessories), home furnishing products, grocery, books, sports products, auto accessories and fitness products. They also offer services of insurance, flight bookings & online payments .After the Flipkart app, it has launched Flipkart Lite. It opens with a splash screen & combines the rich features of a web app. It has fast and easy navigation. It works on 2G & in offline mode also. Flipkart launched its product range called "DigiFlip". Under this brand, it offers products like computer accessories, camera bags, headphones, pen drives, tablet phones and networking routers.Flipkart has provided a platform for the launch of exclusive phones which are not available offline like MotoG and Xiaomi Mi3 models, Poco etc.Flipkart's SmartBuy also introduced surgical masks and hand sanitizers to fight the shortage in April during the pandemic. The company also united forces with Meru Cabs and uber to deliver essential items to consumers in Mumbai, Delhi and Bengaluru

The company has a very diverse product portfolio because of which it has a large customer base.

Price

Flipkart provides its products at fewer prices than other E-Commerce websites, it gives huge discounts to boost up sales and maintain competitive prices.The company charges a nominal amount for its delivery service and also does not charge if the order costs above Rs 500**.**If the product is directly shipped by the seller, then the shipping cost depends on the seller's shipping

charges. Flipkart also provides the facility of a one-day delivery where the product is delivered within a day by just paying a little more delivery charge. Flipkart also runs mega sales during the festivals. In these sales, it offers huge discounts on products like Big billion days. Other facilities for consumers include the availability of E-wallets, E-gifts & EMI for certain products. Flipkart charges monthly warehouse, referral, and shipping charges from the seller. These charges depend upon the option chosen by the seller.

Place

At first, Flipkart started its operations on the direct-to-consumer model in which they bought the book and couriered it, later the company opened many warehouses to store the goods safely.The first warehouse was opened in Bangalore and later in Coimbatore, Delhi, Mumbai, Chennai, Hyderabad, Pune, Noida and Kolkata. Around 80% of the orders placed are handled and controlled by warehouses. Shipping and courier companies are the real mediators in this setup. Flipkart delivers its products to customers pan India through an extensive delivery network. Their delivery service covers all tier-1, tier-2, tier-3 cities & major rural areas too.

Promotion

Flipkart's promotional strategy focuses on aggressive marketing through TV ads, print ads, word of mouth, bulk mailing, push notifications in-app & social media marketing campaigns.The company has partnerships with influencers and celebrities across the range to reach out to and engage with a diverse set of consumers as these people have a huge fan following.Flipkart has partnerships with key brands in different categories ranging from male grooming to fashion, to draw the attention of consumers. Flipkart has a partnership with Adani Group to strengthen its supply chain infrastructure and enhance its ability to serve its rapidly growing base of customers. It has also launched a Flipkart Plus membership program that offers access to special privileges such as more points when you shop on Flipkart, faster delivery, extra discounts, and early access to sales & superior customer support. Flipkart invests in sustainability and CSR to establish a strong social image. Flipkart introduced a daily trivia quiz. The quiz gives participants a chance to win discount coupons, gifts and Flipkart Super Coins.

Customer Segment & positioning

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

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

Industry analysis

Introduction

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US$ 111.40 billion by 2025 from US$ 46.2 billion as of 2020. By 2030, it is expected to reach US$ 350 billion.By 2021, total e-commerce sales are expected to reach US$ 67-84 billion from the US$ 52.57 billion recorded in 2020. The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favorable cascading effect on other industries as well. Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in E-commerce sector will also boost employment, increase revenues from export, increase tax collection by exchequers, and provide better products and services to customers in the long-term. Rise in Smartphone usage is expected to rise 84% to reach 859 million by 2022.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.

Market Size

The Indian online grocery market is estimated to reach US$ 18.2 billion in 2024 from US $1.9 billion in 2019, expanding at a CAGR of 57%. India's e-commerce orders volume increased by 36% in the last quarter of 2020, with the personal care, beauty and wellness (PCB&W) segment being the largest beneficiary. India's consumer digital economy is expected to become a US$ 800 billion market by 2030, growing from US$ 537.5 billion in 2020, driven by strong adoption of online services such as e-commerce and 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 $50 billion in 2020, India became the eighth-largest market for e-commerce, trailing France and a position ahead of Canada.According to NASSCOM, despite COVID-19 challenges or disruptions, India's e-commerce market continues to grow at 5%, with expected sales of US$ 56.6 billion in 2021.Propelled by rising Smartphone penetration, launch of 4G networks 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 Smartphone 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.

Number of players

There are more than 100 E-commerce players in India according to their category. Here are some well known E-commerce companies following below:

1. Amazon India 2. Flipkart 3. India Mart 4. Myntra 5. Aliexpress 6. Nayaka 7. Samsung Online shop 8. Reliance Digital 9. Snap Deal10. JioMart

Nature of competition

Flipkart and Amazon gradually cement the e-commerce sector as an oligopoly. The power and influence of these giants has already seen the demise of smaller players, such as the Delhi-based Snapdeal. There are a few firms in this industry like Flipkart, Amazon, Snapdeal. Hence it fulfills the first category where there are a few firms and each has certain influence over the price and output produced. Hence we can agree that the online retail industry constitutes an oligopolistic market. There is restricted entry of firms in this type of market as there may be barrier in the form of technology used, or capital needed etc.

Porter's five force model of flipkart

Threat of new entrant- High

Competitive Rivalry- High

Threat of substitutes- High

Porter's Five Forces- E-Commerce

Bargaining power of suppliers- Low

Bargaining power of buyers- High

Application of this model can help Flipkart 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 and ensure long-term survival.

Threats of new entrants

Threat of new entrant is high is high as very little cost is involved in setting up an e-commerce website and start with the delivery.

Threat of substitutes

Threat of substitutes is also high because there are lots of sellers with similar products and services available with negligible switching cost of customers.

Bargaining power of buyers

Bargaining power of buyers is very high as there are multiple players in the market with similar products and customers switch to those which offer best price among other factors.

Bargaining power of suppliers

Bargaining power of suppliers is low as there are multiple suppliers in the market as a result e-commerce companies have various options to choose the suppliers from.

Competitive rivalry

Competition among major players is very high as there is a very negligible switching cost for customers. The players continuously compete on the basis on price, quick delivery, discounts, offers, variety, customer service, etc.

CHAPTER-III

Competitor Analysis

Flipkart and Amazon.in are the two biggest e-commerce websites in India. Flipkart is a local player as it an Indian company and sells only in India but Amazon is an International company and operates in almost all the major countries in the world. Amazon is also called as the king of e-commerce industry and is the top e-commerce company in the world. In India Flipkart has established itself very well in recent years, and became the top e-commerce website in India. But in 2013 Amazon has stepped its footsteps in India and now it is growing at a very fast rate both in terms of popularity and service.

Comparison of Flipkart and Amazon. in

Here is a comparison of Flipkart and Amazon.in in departments.

Products Collection

Both these e-commerce websites have huge collection of products. Flipkart may have a slight edge as it has been around for few years. Both the websites sell variety of products ranging from Electronics, Computers, Apparels, Sports, Health and Cosmetics, to Books, Tools etc. Their range and variety of products are good for each and every category, so that the user can choose from wide range of options. So in this product collection category both Amazon.in and Flipkart are neck to neck.

User Interface

When it comes to user interface I think Flipakrt has a bit of edge over Amazon.in. The front end interface for both the sites are almost the same but the user interface at the time of buying, checking out and making payment is more simplified in Flipkart as compared to Amazon.in. It is because Amazon.in interface is same as it has for other countries and I think they should have some modify it for the Indian audience as they are lesser tech savvy.

Features

Both these services offer great features including COD (Cash on delivery) option that makes the shopping experience very simple and comfortable. You will get SMS alerts whenever your product is shipped, is about to be delivered to you and has been delivered. Amazon.in has one

day or two day delivery options by which you can get your products delivered in one or two days by paying some extra charges. On the other hand Flipkart has 'Flipkart First' service that cost Rs. 500/- per year and the benefits you will get are free shipping on all your orders, same day delivery (depends on your location), priority customer service, exclusive offers and priority access to newly launched products and offers. You have seen that some products on both these sites have special badges associated with them. Amazon.in has 'Amazon Fulfilled' badge and Flipkart has 'Flipkart Advantage'. These special badges means that the products are stocked, packed and dispatched by the company itself and will be delivered to you within the given deadline. These badges induce a feeling of trust and satisfaction in the mind of buyers.

Marketplace

Both Amazon.in and Flipkart are Marketplaces, where various sellers around the country can join them and sell their products on them. Flipkart has recently become a marketplace and by doing so, the amount and variety of products on their website has increased considerably. Flipkart's original or own seller is WS Retail which has very good feedback score and reputation among users.

Courier & Shipping

Both Amazon.in and Flipkart have their own courier services for delivering their products. Flipkart has E-Kart as their courier service and Amazon has ATS (Amazon Transportation Services). The quality and reliability of courier service for both these e-commerce websites are nearly the same.

Service & Customer Care

When it comes to customer care then Amazon.in has an edge over Flipkart. The support staff of Amazon.in is pretty quick to pick up your calls and try to resolve your issues or problems at the earliest. Whereas I have seen and heard a lot of complaints regarding the support staff from Flipkart and they sometimes try to avoid your problems rather than solving it. This can cause a lot frustration among buyers and results in negative feedback for your site.

Price and Discount

Prices on both these website vary from time to time but lately I have seen that Amazon.in prices are much more competitive or lower than Flipkart. Also both offer discounts on their products time to time, especially during festival season or on some special occasion.

Returns

Both these e-commerce sites accept returns and have their own return policy. The returns in Amazon.in are more flexible as compared to Flipkart.

SWOT Analysis

SWOT analysis lists down the Strengths, Weaknesses, Opportunities and Threats of a company – hence the acronym SWOT.Flipkart's continuous dominance in online retail and is attributable to numerous internal factors.

Strengths of Flipkart

Exceptional brand recall: Flipkart enjoys an extensive degree of brand recall through online branding, social media and its quirky TV advertisements.

Experienced foundation

Strategic acquisitions and partnerships

High volume and range of products

Weaknesses of Flipkart

Excessive advertisement expenses

Lack of technological innovation

Rapid acquisition spree

Opportunities of Flipkart

Post-pandemic sentiments

Market development

Delivery excellence

Secure and streamline payments

Threats of Flipkart

Threat of intense rivalry

Buyer power & switching

Stringent government regulations

CHAPTER-IV

Customer Analysis

Customers are a company's most important resource. A strong and loyal customer base means increased sales and better output. Building customer relationships is very important for business growth. For this, you need to know and understand your customer's needs and buying behavior. This is at the core of every successful business. Once you understand your customer's behavior, you can use it to attract potential customers, engage the existing customers and sell your products more effectively.

Flipkart's leading marketing strategy focuses on every single touch point their customers are present at. It uses the majority of its budget on various digital channels involving both paid and organic marketing.Flipkart is considered to be one of the best platforms for online shopping. Either we talk about some gadgets or apparel, Flipkart has always shown up their best quality service. Flipkart has mainly grown its business through digital marketing strategy.

Potential customers

Flipkart targets anybody who surfs the internet and who does not have time for shopping. Though its target customer is scattered over various market segments as consumers from all demographic backgrounds can find products that appeal to their interest, 75% of its audience is between the age group of 16 – 55.The target market of Flipkart mainly includes young and middle-aged customers. The company offers an extensive range of products for various classes of consumers. Apart from a broad range of competitively priced products targeted at middle-class Indian consumers, it also provides a broad range of electronics and fashion products for the upper-middle class and the upper-class Indian consumers. The brand targets young and tech-savvy customers mainly and has been able to find massive popularity among the urban male and female customers, including professionals and small business owners. In recent years, its focus on rural consumers has grown. The company is slowly increasing its penetration of the rural Indian market where a broad base of Smartphone-using customers exists. Growing digitalization across India has led to a growth in the number of tech-savvy consumers in the suburban and rural

areas of India. Increased Smartphone usage among middle-class consumers in rural India has also expanded Flipkart's customer base there.

It lays focus on people seeking variety and who prefer to experience a hassle-free shopping approach from home. It tries to expand its services to every location in the country where deliveries are possible. It comes up with smart marketing strategies to seize the attention of its customer who hold the purchasing power, to influence that online shopping is better than traditional shopping.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 or Job & find it convenient to purchase anything online rather than visiting the physical outlet in order to save time & money. Most of the customers of flipkart are young people. The product varieties are more for this age group. However, the products are gender categorized according to the need of customers. The influencers are friends, family, relatives and the strong marketing effect of flipkart.

More customers are passive and cognitive for some category of products of flipkart.The passive consumers are basically submissive to the self-serving interests and promotional efforts of marketer. Consumers are perceived as impulsive and irrational purchasers, ready to yield to the arms and aims ofmarketers.The cognitive consumers are problem solvers, where consumers cognitively process information, seek out products and services that fulfill their needs, form preferences, make choicesand engage in post-purchase evaluations of their selections. Such decision making is characteristic of consumption situations where consumers are highly involved with purchases and experience high levels of perceived risk.

Marketplace of flipkart

A marketplace is a platform where vendors can come together to sell their products or services to a curetted customer base. Flipkart has an online market as e-commerce Company. It has own website and application for the meant of sellers and customers.The Flipkart Marketplace Seller Platform allows sellers to register their businesses, sell products, and manage various aspects related to the products and orders. The various processes and system concepts of flipkart marketplace are registration, location on boarding, listing management, order fulfillment, payment management and return management. Flipkart plus and Flipkart app is for the customers

to buy products through online platform.This e-commerce giant has crossed a new milestone in its 'Flipkart Plus' programme, which is a reward-based loyalty programme. With over 20 million users, Flipkart Plus has become one of the most successful loyalty programmes in India. Around 30 per cent of monthly active customers on Flipkart are now plus members. The loyalty programme has achieved more than 100 per cent year-on-year growth.

Factors influencing customers
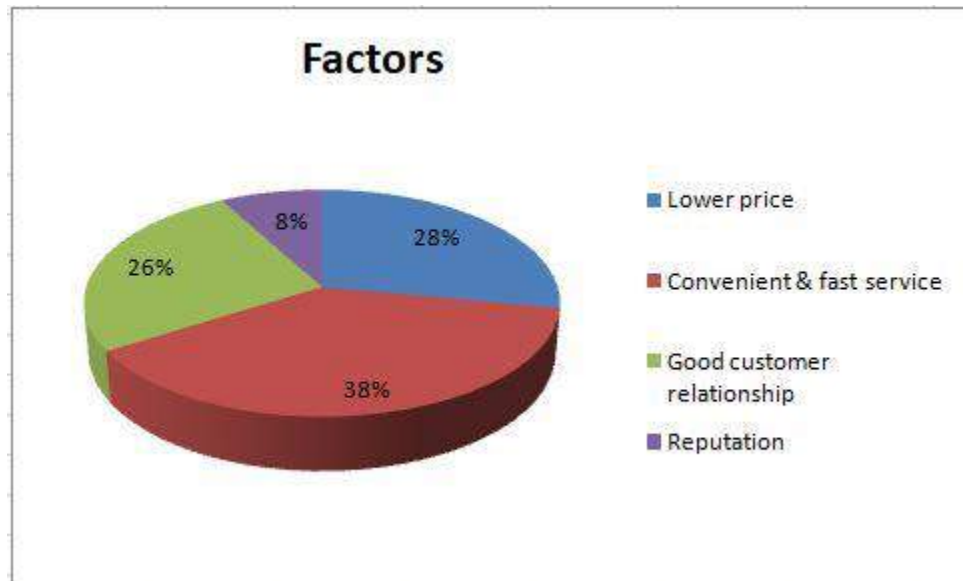
The various factors that influencing customers to buy products from flipkart through online are lower price, convenient and fast service, good customer relationship and reputation. From the above chart it shows that 38 percent people choose flipkart for its convenient and fast service whereas 28 percent rely on low price and 26 percent believes in good customer relationship. Only 8 percent people buy products from flipkart through online due to reputation.

Apart from that there are more factors which influence customers to buy products from flipkart. These are secure e-payment system, good return & refund policy, well offer & discounts, quick delivery and quality of products.Flipkart offers multiple payment options. You can use e-wallets, credit cards, debit cards, Unified Payments Interfaces (UPIs), and net banking to make your payment. Flipkart's new feature "Flipkart Pay Later" also offers financing options. You also get a Flipkart Cardless Credit to make your payment process super-easy. Flipkart's return policy is the most customer-friendly across the industry. Customers can request for instant refunds on about two-thirds of the 1,800 categories on Flipkart, directly through the self-service option. It is

hassle-free, seamless and quick, and millions of customers have benefitted from it. The discount and offer system of Flipkart is huge for the customers during various festive seasons. During Big Billion days of Flipkart the discounts & offers are more in particular products like electronics and mobiles. Its delivery is faster as it has own supply chain management system.

Consumer buying behavior

Consumer Buying Behavior refers to the actions taken by consumers before buying a product or service. It refers to the mental and emotional process and observable behavior of consumers during searching, purchasing and post consumption of a product or service. It involves study of what people buy, how they buy and when they buy.This process may include consulting search engines, engaging with social media posts, or a variety of other actions. Some factors influence the consumer buying behavior is:

Cultural factor- Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location. Flipkart targets during various festive times in India to attract more customers like Big Billion Day.

Social Factors - Elements in a person's environment that impact the way they see products. Flipkart's strong advertisements in various platform help to reach the products with discounts and offers.

Personal Factors - These may include someone's age, marital status, budget, personal beliefs, values, and morals.

Psychological Factors - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

Top most purchasing products at Flipkart

Mobile phones and related accessories are the highest selling items on Flipkart according to the Internet and Mobile Association of India.The next most sold category is - apparels, footwear and personal items along with consumer durables and kitchen appliances. The third top most selling products are laptops, net books, tablets, home furnishings and books.

AIDA model of Flipkart

It is a model used in marketing that describes the steps a customer goes through in the process of purchasing a product. The AIDA model has been in use since the late nineteenth century. It has been reviewed and modified multiple times over the years, both in marketing and public relations.It stands for attention or awareness, interest, desire and action.

1. **Attract attention:** The product must attract the consumer's attention. This is done via the advertising materials. It is a type of "eye catcher."

2. **Maintain interest:** In the first phase, the attention of the potential customer is piqued; their interest in the product or service should be aroused.

3. **Create desire:** If interest in the product is aroused, it is the seller's task to persuade the customer that they want to own this product. In the best-case scenario, the advertisement or the product itself creates the desire to purchase.

4. **Take action:** As soon as the desire to buy is aroused, this must be transferred into an action, that is, the purchase.

A detailed customer journey model of Flipkart has shown belowwhere customer journey is divided into five stages namely Awareness, Consideration, Decision, Delivery and use, Loyalty and Advocacy. Some of the key point indicators considered for each of the stages are Customer Activity, Customer goals, Touchpoints, Customer experience, Business goals.

STAGE	AWARENESS	CONSIDERATION	DECISION		DELIVERY & USE			LOYALTY & ADVOCACY	
CUSTOMER ACTIVITY	Friends, relatives, online/offline ads, recommendations	Compare different brands available in the category. Evaluation based on need, price and value	Add the products in shopping cart	Make payments and place the order	Receive or pick up order, Send acknowledgement	Contact customer support	Receive the product	Order the same product again, order different products in bulk.	Share the experience of buying the product while using the e-commerce site.
CUSTOMER GOALS	Stay active on various platform for finding product	Find best solution that meets all the requirements	Find and select the product easily on ecommerce site	Place order effortlessly	Receive the order seamlessly	Get assistance regarding any issues arising whole ordering	Get the right product matching the quality assured	To achieve the same customer experience received the first time.	Share the feelings and give feedback about the product and the platform.
TOUCHPOINTS	Word of mouth, Social media, Print media, TV/radio Ads, Blog, Paid CPC	Word of mouth, website, social media, Retail store presence	Ecommerce apps, desktop websites	Ecommerce apps, desktop websites, order confirmation emails	Internet/e mail/SMS/call, Delivery service and dispatch	Phone/e mail/SMS/ chat	Skin care products/ packages	E-mail, chat, SMS, contacts	Word of mouth, Social media forums of the product and the e-commerce platform
EXPERIENCE									
BUSINESS GOALS	Increase brand awareness and interest among the consumers	Differentiate the brand from competitors. Increase product page visits on ecommerce sites.	Increase conversion rate. Increase shopping cart value.	Increase conversion rate. Increase online sales	On-time delivery. Secure package without damage	Less waiting time. Higher satisfaction level in service	Quality of product must be ensured to meet the customer expectation	Increase retention rate of the customers. Increase the frequency of purchase and landing on the page.	Turn customers into advocates and loyal of the product and the e commerce site. Turn negative experience witnessed by the customer into a positive one.
KEY PERFORMANCE INDICATORS	Social media reach, website traffic	Number of product page visits. Number of users having the product in their Wishlist	Shopping cart value, Conversion rate	Sales from ecommerce platform, conversion rate	On-time delivery rate. Average delivery window	Customer rating, Average waiting time	Product reviews, customer feedback	Retention Rate. Order value. Frequency of purchase of the product, Frequency of visiting the commerce site	Customer satisfaction. Number of positive e-feedbacks received.

Customer Journey/AIDA Model

Buying decision making process

Consumers are seen as rational decision-makers. So, they take a decision when the need arises. There may be different kind of needs; these needs can be functional or psychological.Functional

needs are directly related to the functionality of a product and these functions are the features and benefits which differentiate one product from the other.There are different stages consumer pass through to reach a buying decision making. Consumer decision making process represents a problem-solving approach and involves the following five stages – need recognition, information search, and evaluation of alternatives, purchase decision and post-purchase behavior.

1. **Need Recognition:**

   The first stage of the consumer decision making process where the consumer recognizes a problem or need. The buyer senses a difference between his actual state and some desired state.The need can be triggered by internal stimuli i.e. hunger, thirst etc. or it can be triggered by external stimuli.

2. Information Search:

   The stage of the consumer decision making process where the consumer is aroused to search for more information. The consumer may simply have heightened attention or may go into active information search.

3. Evaluation of Alternatives:

   The various choices to evaluate the alternatives are product attributes, brand belief, total product satisfaction and evaluation procedure.

4. **Purchase Decision:**

   The stage of consumer decision making process in which the consumer actually buys the product.

5. **Post Purchase Behavior:**

   The stage of the consumer decision making process in which consumers take further action after purchase, based on their satisfaction or dissatisfaction.

Flipkart has introduced Flipkart Ideas to help and educate consumers about their purchase decisions. Flipkart Ideas will essentially host content about products or products categories for buyers. The whole point of Flipkart Ideas is to help consumers with their purchase decisions. Flipkart Ideas aims to inspire users by helping them discover new products and brands through

credible information and bring forth ideas that help consumers add new purchases seamlessly into their lives.Flipkart Ideas will essentially host content about products or products categories for buyers to check out before they make purchase decisions. It is sort of like a buying guide or reference book for buyers before they start shopping on Flipkart. The content will be available in the form of GIFs, short videos, articles, photos, polls and quizzes. Hence, for each kind of product, consumers can expect information through different kinds of media.

Flipkart's Business Model

Flipkart operates on both B2C model (Business-to-Consumer) and B2B model (Business-to-Business). Basically Flipkart works on a B2C model, where it works as a middle man between buyers and sellers. To make revenue, they charge a commission, a convenience fee, logistic charges, advertisement charges. It has an interesting B2C model which includes Customer Relation Management, Supply chain, and Advertisements. It is an online B2C shopping portal, which provides shopping opportunities to Indian consumers. It allows the vendors to sell their ready-to-sell products by giving appealing discounts or sales to its consumers who wish to buy them. The buyers choose the products they want and place an order and they are shipped to them. The sellers get an agreed price after deducting some commission for Flipkart's services that are provided to these sellers.

Flipkart has also launched operations of its digital business-to-business marketplace, Flipkart Wholesale, with an aim to connect local manufacturers with retailers and bring the entire wholesale marketplace at their fingertips.The platform is currently available for fashion retailers, especially footwear and apparel, in Gurugram, Delhi and Bangalore, with plans to expand to Mumbai as well.

When customer buys from Flipkart

Flipkart provides wide range of shopping experience to the customer through online platform.Festive season sales are the most critical event in an e-commerce platform's calendar from the sales point of view. They make significant investments ahead of time to ramp up capacity and add features to be able to handle the spike in orders, while ensuring a smooth experience for shoppers and sellers. Their sale events offer great deals, new launches and attractive payment options like EMI offers via various partnerships. There are various festive

season sales offers available at Flipkart. These are New Year sales, Flipkart TV days, Big Bachat Dhamal, Valentine's Day sale, women's day sale, Holi sale, Big billion day sales, Big diwali sales etc.

Marketing Mix- 7ps of Flipkart

Marketing Mix 7Ps- Flipkart

People
Customer Services, Employees, Investors

Product
Aims at most segments such as Electronic goods, Groceries, Literatures and Stationeries, Apparels, Accessories. Various products in all the categories gives a chance to all other brands to compete for customer attraction.

Place
Inventory at major cities in India such as Bengaluru, Delhi, Mumbai to name a few. Delivery services through e-Kart and postal services. Covers all Tier-1, Tier-2, Tier-3 cities and major rural areas too.

Process
Cash on delivery, Debit and credit card transactions, Delivery time, Safe payments: portal like Payzippy

Physical evidence
The packaging and quality of the product, Prompt delivery, Return policy based on the items.

Price
Much less price than other e-commerce websites. Availability of e-gifts and e-wallets. EMI options for specific products. Discounted coupons. Free shipping facility. Special discounts and coupons for loyal customers.

Promotion
Above the line- TV ads & Print ads, Below the line- Word of mouth, Bulk mailing, In app push notification, Through the line-Social media marketing campaign

Warehouse Management System

The Warehouse Management System (WMS) is designed to improve every aspect of acompany'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. Thewarehouse management system controls product receipt, put way and storage. When it comestime to pick up

the item, the system directs warehouse workers to the appropriate locations usinghand-held device (HHD) 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 traditionalapproach of allocating space permanently, as it often leads to less used space.

Fulfillment optimization

Customer orders must be analyzed to determine where the products are located, the bestavailable 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 andautomatically specify the best locations. This eliminates the need for warehouse personnel tosearch available spaces, improving efficiency and taking care of specialized storageconsiderations. WMS should also identify cross-docking opportunities.

Random slotting

Random slotting means that no item is permanently assigned to the bin. This allows for moreefficient 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 as like how much time they need 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 i.e., when vehicle will in & out. They work with vendor to

ensure that he should deliver their product day to day without off loading or failure. There are some of the airline partner which helps to deliver goods on time.

Product and Technology Team

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

Customer Support team

Flipkart has a strong focus on customer service with customer delight as the top most priority. And to fulfill 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.
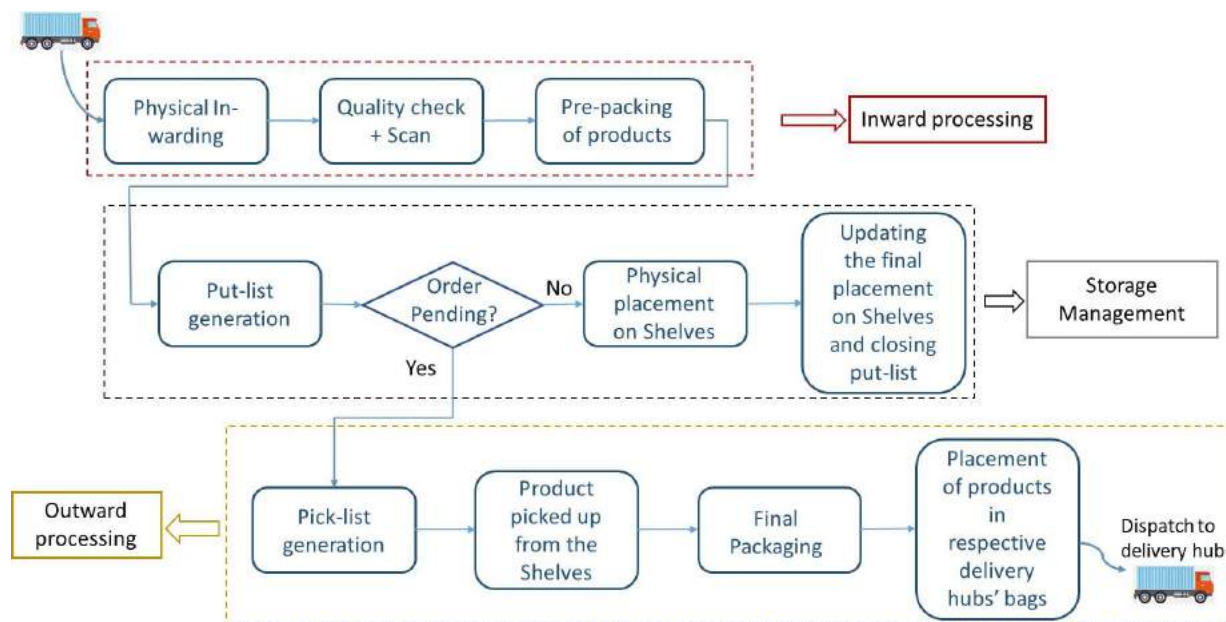
A) Inward processing

Invoice Sanity Check

It is the first process in flipkart it is a part of quality control (QC) check. The seller's vehicle reports to the Distribution Center (DC) dock as per its projection. Here as a part of the process

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

IRN Creation

It is the second process after invoice check for this we have to login in "flo website" after that we will click on procurement, which means inward of goods then we will go to consignment tab in consignment tab click on consignment handover, after this you will get tab where you have to type PO number then click on search after click on search we get Create IRN page now fill all the detail in IRN creation page with the help of invoice, the details are like, Invoice number & date, delivery type in this we have to select vendor delivery. Invoice line items in this we have to fill total serial no. invoice amount, total invoice quantity, invoice boxes. GST invoice, mode of delivery after this we have to type PO and search once we have checked the vendor name 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 FIMD01912516.

IRN Receiving

This is the third process after IRN creation. For IRN receiving we have to select the warehouse which is Mumbai large, click on IRN tab because it is receiving part hence we will select Receive IRN, now fill all the detail IRN ID & FSN then click on search we will get the product description with their image. When material handler are getting product they have to check the attributes like brand, model no, color, & MRP it is known as quality check. If any of the issue in attributes or mismatch 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 andupload the Invoice. After upload invoice see is any discrepancies or not if there haveanydiscrepancies mention that which product not accepted and number of product after this all click on save button and then submit.

Putlist creation

This is the last process of inward. Here first select warehouse, then click on admin button in admin click on search inventory inward bulk area and select the date Select a day before and a day after then click on view inventory status button here we get product FSN, SKU, Package Id. WID, Product, Storage Zone, Quantity in putlist, Quantity for Put way, Bulk area, Updated by. Updated at all this help for Putlist creation. Now we have to copy the WID and click on the inventory button and select the create putlist screen, here we get putlist page in this page we will select the device, there are two options Le 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 WID section and click on Add Quantity then click on Create Putlist button. After successfully creation of putlist we get putlist Id and now we will print the movement we print we see the detail of products. Now print inventory will be given to the team. It is their responsibility to go and putway.

B) Outward Processing

Picklist generation

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

In Scan

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

Gate In

Get in process is done when loading or unloading of products has to do. So for gate in it has 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 clicking on acceptable all the condition Gate- in successfully is 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 two papers that is gate pass and manifest to the security .after checking unloading starts.

Gate In

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

Return received

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

Detailed Product Verification

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

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.

CHAPTER-V

Training experience

 My training experience was quite positive. I have learnt about the flipkart warehouse system, gained knowledge of supply chain management, Inventory management, Inbound and outbound logistic. Also gain idea about the various processes to pick a product from inventory. I was assigned with the picking department where I used to do pick the product by using hand held device (HHD). The daily operational activity in the warehouse enhances my knowledge about the warehouse management system.

Analysis

The data collection is primary in nature. A structured questionnaire has been developed containing 17 questions which were based on the daily operational activity in the picking department of Haringhata RDC. The questions were sent to the workers of the picking department through Google form and requested them to send back. The questions were sent to the total number of 120 people and the respondents were 107 by simple random sampling techniques.

What is your gender?
107 responses

- Female
- Male
- Prefer not to say

54.2%
10.3%
35.5%
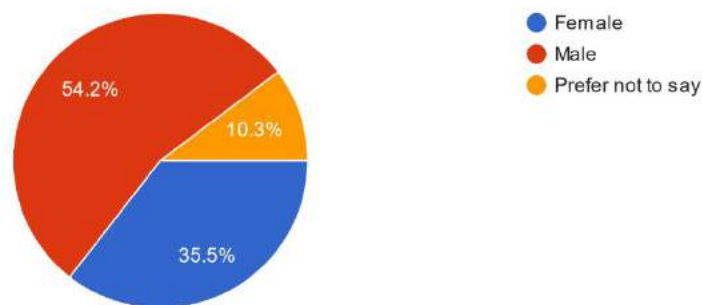
Interpretation

The first questions was based on the gender which shows the results that 54.2% male workers and 35.5% are female workers work in the picking department of Flipkart haringhata RDC.

What is your employment status?
107 responses
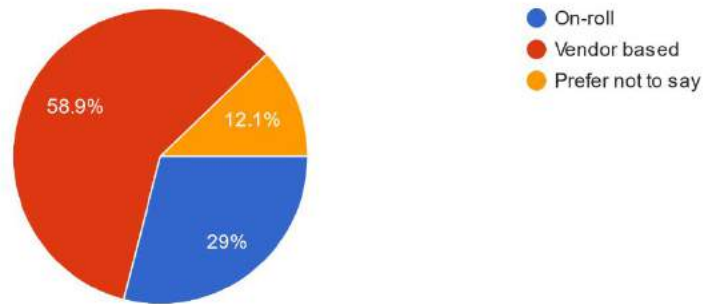
Interpretation

The next question indicates the employment status of the workers. 58.9% are vendor based and 29% are on-roll employee work there.

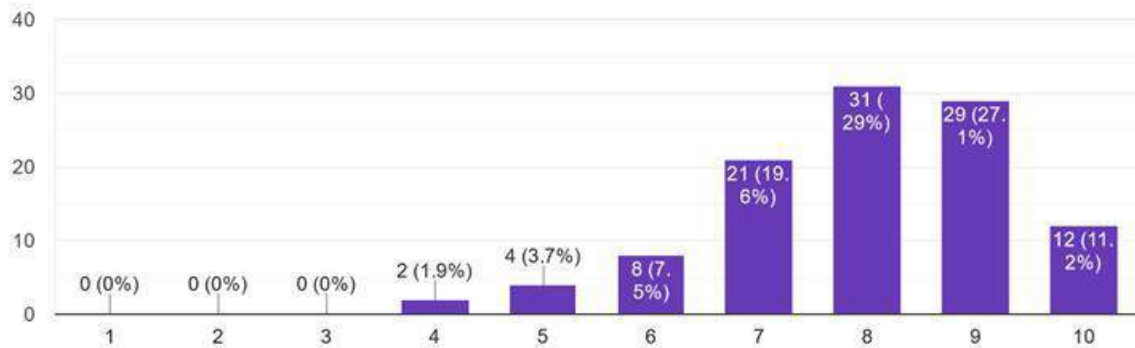What is your age group?
107 responses
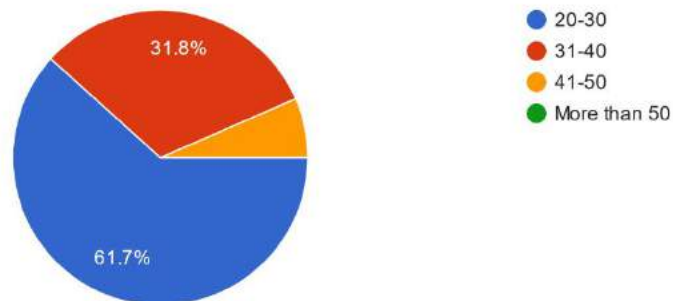
Interpretation

From the above pi-chart it indicates that 61.7% employees are in the age group 20-30 and 31.8% are 31-40.

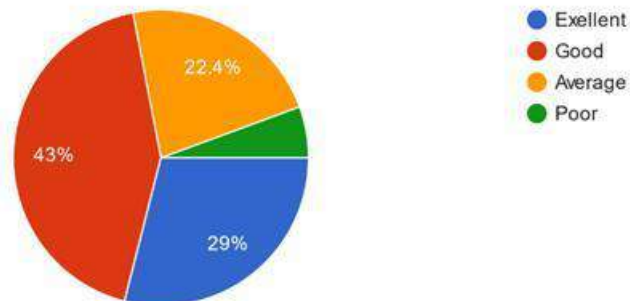How compatible are you with the location of the warehouse?
107 responses

Interpretation

From the scale point graph it clears that 29% employee are compatible with the warehouse location with a rating scale of 8 and 27% are with rating scale of 9.

How compatible are you with the floors and pathways?
107 responses

- Exellent
- Good
- Average
- Poor

Interpretation

It is confirmed that 29% of employee are well known about the floors and pathways. 43% employee rate as good and 22.4% rate as average.

How would you rate the picking process?

107 responses
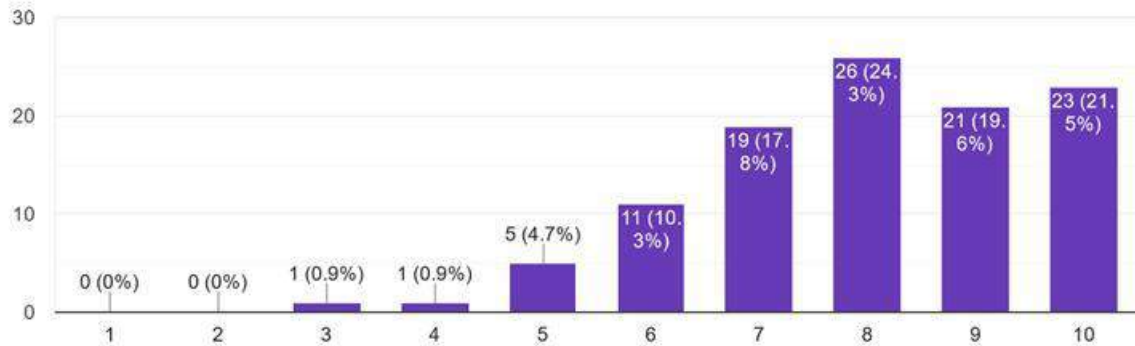
Interpretation

From the rating graph it clears that 24.3% employees rate 8 to the overall picking process and 21.5% as 10 and 19.6% as 9.
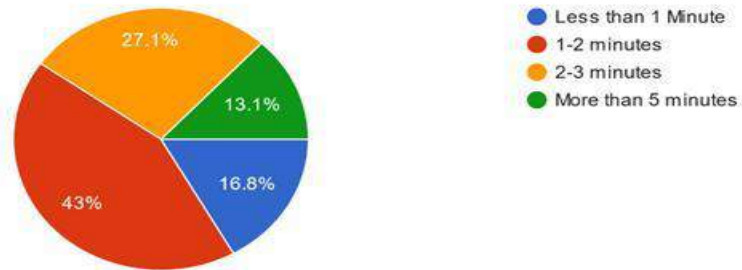
How compatible are you with the HHD device?

107 responses
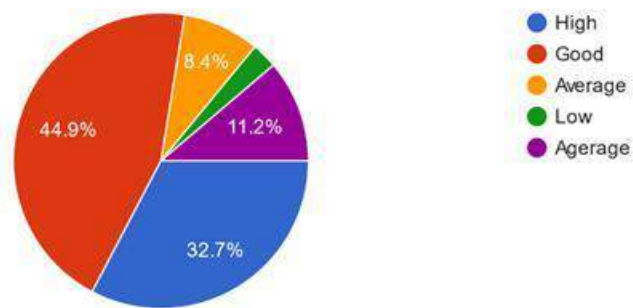
Interpretation

It indicates from the pi-chart that only 32.7% employee is compatible with the HHD device. Nearly 45% are rating it good 11.2% rate it average.
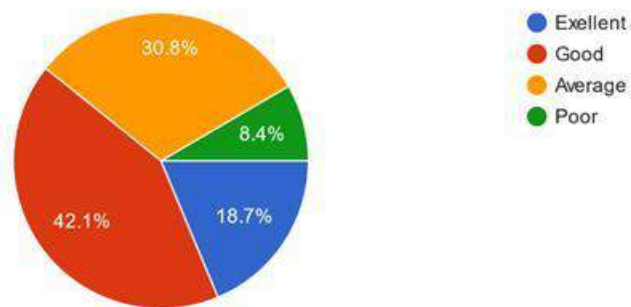
How much time you require to pick a product?

107 responses

- ● Less than 1 Minute
- ● 1-2 minutes
- ● 2-3 minutes
- ● More than 5 minutes

27.1%

13.1%

16.8%

43%

Interpretation

27.1% employees take less than 1 minute to pick a product whereas 43% takes 1-2 minutes.

How would you rate the transportation system within picking department?

107 responses

- ● Exellent
- ● Good
- ● Average
- ● Poor

30.8%

8.4%

42.1%

18.7%

Interpretation

The transportation system within the picking department is not convenience because 42.1% employees mark as good only whereas only 8.4% employee marks it excellent.
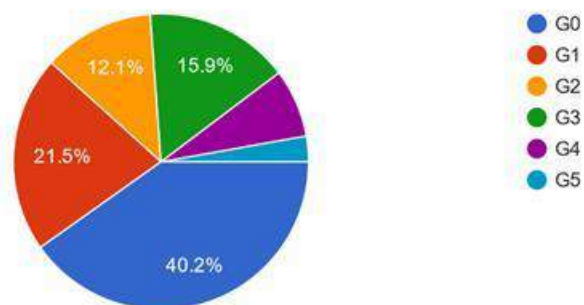
How would you rate the tote and trolly?
107 responses

Legend:
- Exellent
- Good
- Average
- Poor

18.7%
40.2%
8.4%
32.7%
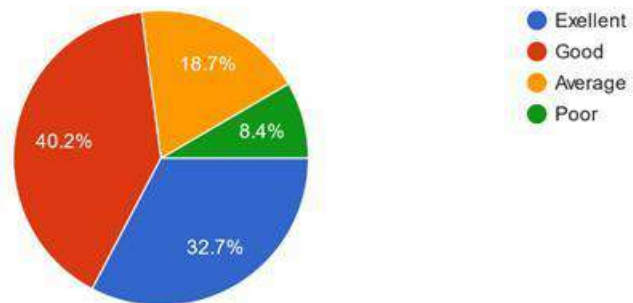
Interpretation

From the above chart it indicates that 8.4% and 18.7% are not compatible with the tote and trolley of the warehouse.

Which floor is more convenient for picking products?
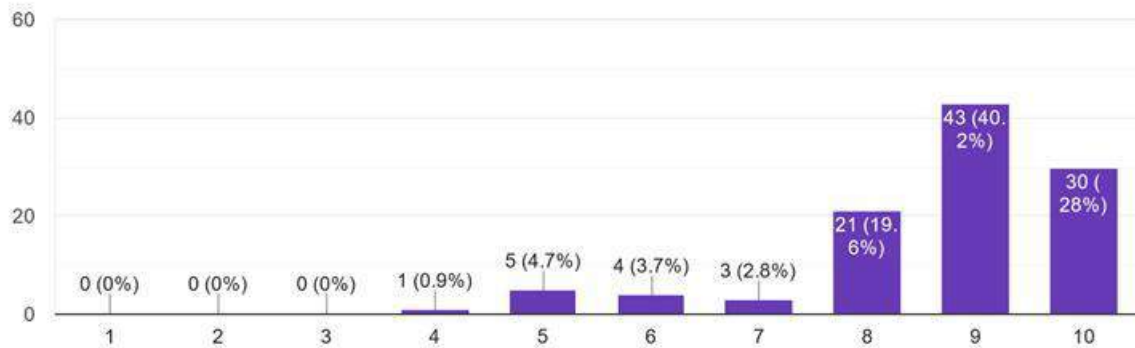107 responses

Legend:
- G0
- G1
- G2
- G3
- G4
- G5

12.1%
15.9%
21.5%
40.2%

Interpretation

The above chart shows that most of the employees are interested to pick products from G0 floor because of the small products.

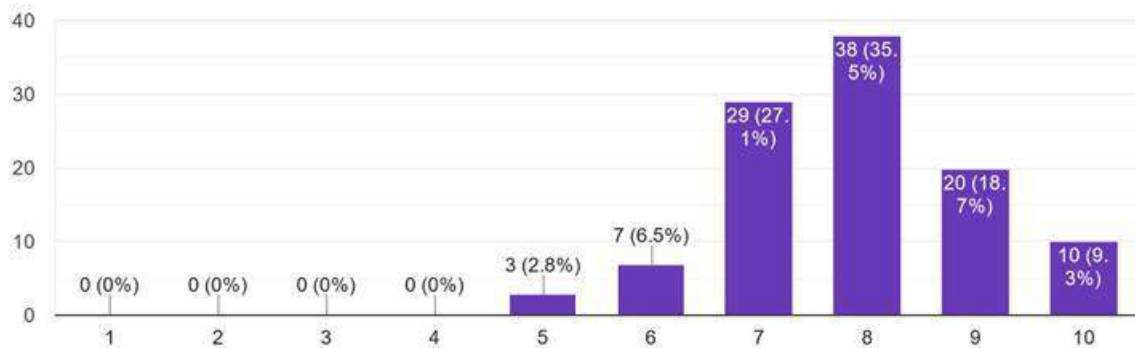How accurate the HHD device shows the location for picking?
107 responses

Interpretation

From the above graph it shows that only 40.2% and 28% workers are comfortable with the exact location shown on the HHD device.

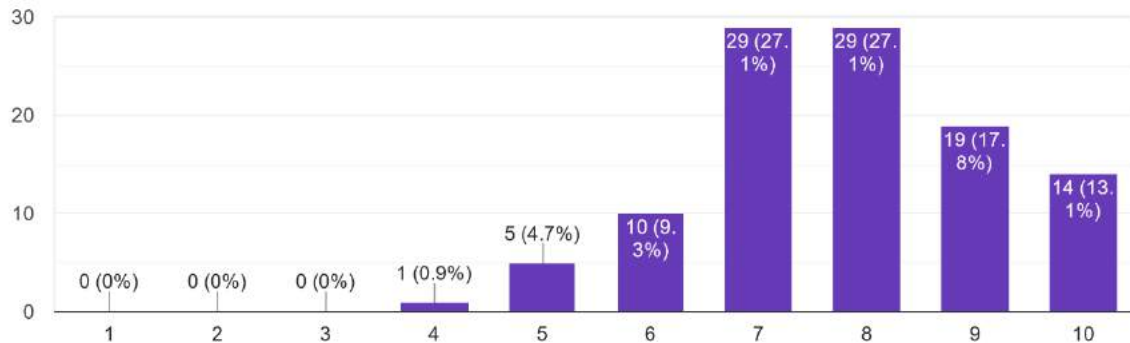How would you rate the IRT team?
107 responses

Interpretation

The above graph indicates that 36% of employees are not satisfied with the Issue resolve Team (IRT).

How would you rate the VRC in the warehouse?
107 responses

Interpretation

The above graph indicates that 40% of employees are not satisfied with the Vertical Reciprocating Conveyor (VRC).

Findings

- ➢ Most of the employee in the picking department of Haringhata RDC are young and dynamic having age group 20-40 because picking process needs high physical involvement.
- ➢ The picking department has more male picker than the female.
- ➢ The more employees in the picking departments are vendor based, only few and higher level employee are under on-roll.
- ➢ Though the location of warehouse is on the highway side, still 31% employees are facing problems to reach there.
- ➢ Only 72% pickers are convenient with the warehouse floors and pathways.
- ➢ Only 66% employees good in overall picking process.
- ➢ 20% pickers are not compatible with the HHD.
- ➢ 60% pickers take 1-2 minute to pick a product.
- ➢ 58% pickers are not satisfied with the transportation system within the picking departments.
- ➢ 28% pickers are not satisfied with the tote and trolley of the picking department.

41

- Most of the pickers want to pick products from G0 floors due to the small products available there.
- Still 10% pickers are not comfortable with the location shown on the HHD device.
- 35% pickers are not satisfied with the IRT team of the warehouse.
- The VRC of the warehouse is not enough for transportation within the floors.

The various problems faced by the employee of picking departments are log in issue, Transportation, Inventory, floor issue, tote are not suitable design, and XL products are present at higher floors which creates problem for transportation and VRC problem.

CHAPTER-VI

SUGGESTIONS

- ➢ The training session can be increased from 3 days to one week for the pickers which can make them to gain enough knowledge about the picking process.
- ➢ There should be more pickers under on-roll so that they can feel as a employee of Flipkart not under the vendor.
- ➢ The transportation for the employee can be increased so that they can reach easily in time with their shift.
- ➢ There should be given more time to pickers to comfort with the floors and pathways within the picking department.
- ➢ The overall picking process can be improved through Artificial Intelligence and Robotic system.
- ➢ The HHD device can be improved by implementing update software.
- ➢ Pickers should be employed with the convenient pick zone according to their choice.
- ➢ The transportation system within the picking department can be improved by using Roberts.
- ➢ The tote and trolley should be different for different department. It will be easy to recognize.
- ➢ Every floor should have good captain and IRT team to assist the pickers.
- ➢ There should be an extra VRC for emergency so that the transportation should not interrupt.

Conclusion

The e-commerce has been in the peak in India during past two years, the fast growing technological changes has opened an option of online selling and purchase for a common man in India. This Research provides information about an overall analysis of a leading ecommerce platform in India and thereby examines their strategies with respect to E-business and marketing. The overall brand value of Flipkart is good, but it has some loop hole on warehouse and supply chain management. It has to be optimized the problems and improvised the warehouse system including supply chain management.

BIBLIOGRAPHY

1. www.flipkart.in

2. https://en.wikipedia.org/wiki/Flipkart

3. Shilpa Arora and Suman Preet Kaur (2015), A Comparative Study of leading Ecommerce Websites in India, International Journal Of Business Management , www.ijbm.co.in ISSN NO. 2349-3402, VOL. 2(1),2015

4. Swapnil V. Mishra and Dr. Shamkant N. Kotkar (2015), A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon, Volume 3, Issue 2, February 2015 International Journal of Advance Research in Computer Science and Management Studies Research Article / Survey Paper / Case Study Available online at: www.ijarcsms.com

5. https://startuptalky.com/flipkart-success story/#ecommerce_FlipkartacquiresWalmartIndia-FlipkartWholesale

6. https://caknowledge.com/flipkart-net-worth/

7. https://iide.co/case-studies/marketing-mix-of-flipkart/

8. (https://www.marketing91.com/marketing-strategy-flipkart/)

9. (https://www.ibef.org/industry/ecommerce.aspx)

10. (https://insideiim.com/a-marketing-strategy-for-flipkart-by-the-winner-of-insideiims-e-commerce-prodigy-challenge-2021-rishu-kumar-iim-bangalore

11. https://inc42.com/datalab/amazon-vs-flipkart-who-led-the-indian-ecommerce-war-in-2021/

Issue and challenges of picking department

Please give responses according to your experience at Flipkart, Haringhata RDC in picking department

What is your gender? *

○ Female

○ Male

○ Prefer not to say

What is your employment status? *

○ On-roll

○ Vendor based

○ Prefer not to say

How compatible are you with the floors and pathways? *

○ Exellent

○ Good

○ Average

○ Poor

What is your age group? *

○ 20-30

○ 31-40

○ 41-50

○ More than 50

How compatible are you with the location of the warehouse? *

	1	2	3	4	5	6	7	8	9	10	
Poor	○	○	○	○	○	○	○	○	○	○	Best

How would you rate the transportation system within picking department? *

○ Exellent

○ Good

○ Average

○ Poor

How would you rate the tote and trolly? *

○ Exellent

○ Good

○ Average

○ Poor

Which floor is more convenient for picking products? *

○ G0

○ G1

○ G2

○ G3

○ G4

○ G5

Are you willing to pick XL product (Yes/No)? If not Why? Briefly explain. *

Long answer text

How would you rate the picking process? *

	1	2	3	4	5	6	7	8	9	10	
Poor	○	○	○	○	○	○	○	○	○	○	Best

How compatible are you with the HHD device? *

○ High

○ Good

○ Average

○ Low

How much time you require to pick a product? *

◯ Less than 1 Minute

◯ 1-2 minutes

◯ 2-3 minutes

◯ More than 5 minutes

How accurate the HHD device shows the location for picking? *

	1	2	3	4	5	6	7	8	9	10	
Not accurate all the time	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Accurate all the time

How would you rate the IRT team? *

	1	2	3	4	5	6	7	8	9	10	
Low	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Excellent

How would you rate the VRC in the warehouse? *

	1	2	3	4	5	6	7	8	9	10	
Low	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Excellent

What is the problem you faced most during picking?

Long answer text