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Internship Report On

**“TO STUDY THE SUPPLY CHAIN MANAGEMENT OF INBOUND PROCESSING AND
RETURN CENTRE OF FLIPKART”**

By

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Submitted To



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In partial fulfillment of the requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION
2020-2022**

**Under the guidance of
INTERNAL GUIDE
Mr. Vivek Mishra**

CERTIFICATE

This is to certify that Ms. Dibyalipsa Swain, pursuing MBA from BIITM, Bhubaneswar bearing Registration no.2006258085 has successfully completed her dissertation report on “STUDY SUPPLY CHAIN MANAGEMENT OF INBOUND RECEIVING AND RETURN CENTRE OF FLIPKART” under my guidance for partial fulfillment of his Masters in Business Administration for the session 2020-2022.

Vivek Mishra

Mr. Vivek Mishra

ASSOCIATE PROFESSOR-MARKETING



LAUNCHPAD
Internship Program

CERTIFICATE

of Internship Completion

This certificate is awarded to

Dibyalipsa Swain

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

Zoya Saif
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Aasish Kumar Topno
Director-HRBP, FC/MH

Shah Nawaz Khan
Director-L&D, eKart

DECLARATION

I hereby declare that the Project Report entitled **“TO STUDY THE SUPPLY CHAIN MANAGEMENT OF INBOUND RECIEVICING AND RETURN CENTRE OF FLIPKART”** submitted to **Biju Patnaik Institute Of Information Technology & Management Studies** is an original work done by me under the guidance of **Mr. Vivek Mishra** during academic session of 2020-2022 and this project work is submitted in the partial fulfillment of the requirement of the award of the degree of Master Of Business Administration. The same has not been submitted to any other institute for the award of any other degree.

DIBYALIPSA SWAIN

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Thank you

EXECUTIVE SUMMARY

Flipkart is an ideal company for analysis because of its unique and innovative approach to business. The business model of the company is indeed in the internet market segment and analyses the market as Flipkart various product and sellers, it is a huge task to set different strategies for different seller during different time periods. The study is divided into separate parts with the first introduction about industry and company and the rest of the part is concerned with the study on operation procedure at Flipkart means the supply chain management at Flipkart & to know the overall inbound process of products for the orders of customer at Flipkart, to find out the issues & resolving that issues related to product in inbound department at Flipkart.

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CHAPTER-1:

-Introduction

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INTRODUCTION:

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

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

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

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

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

THE JOURNEY:



With delivery of around 1 crore shipments in 5 days of Big Billion Day sale has created a lasting mark on ecommerce industry. Flipkart has seen 10X growth from the last festive Big Billion sale. Out of the 1 core around 3.5 million deliveries were via Kirana Partners. The number of crorepati sellers went up by 1.5 times & the number of lakh pati sellers had a 1.7 times rise. The platform had around 110 orders placed per second that varied across various products including electronics, fashion, books, furnishing etc.,

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 81.3% later on in the same year.

SCOPE OF THE STUDY:

- To know what is GTL (Good Transfer List)
- To study of GRN (Goods Received Notes)

OBJECTIVES OF THE STUDY:

1. To study the warehouse management
2. To study inward and outward process
3. To study the reverse logistics

METHODOLOGY:

Researchers in e-commerce have come up with a number of ways to assist modeling on-line customer behavior using customer profiling. Web log files have been used in various ways to assist on-line businesses determining customer needs and preferences. This section discusses the methodology used in this research to assist creating and updating customer profiles using the on-line e-commerce website and the decision model respectively. The process of preparing of a delivering product or parcels, is effective at Flipkart warehouse.

CHAPTER-2:

- Company profile*
- Industry analysis*

COMPANY PROFILE:

Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones.^[9] Flipkart also owns PhonePe, a mobile payments service based on the UPI.

In August 2018, U.S.-based retail chain Walmart acquired a 77% controlling stake in Flipkart for US\$16 billion, valuing Flipkart at around \$20 billion.

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the IIT, Delhi and former Amazon employees. The company initially focused on online book sales with country-wide shipping. Flipkart slowly grew in prominence and was receiving 100 orders per day by 2008. In 2010, Flipkart acquired the Bangalore-based social book discovery service WeRead from Lulu.com.

MISSION:

"To provide delightful customer experience"

VISION:

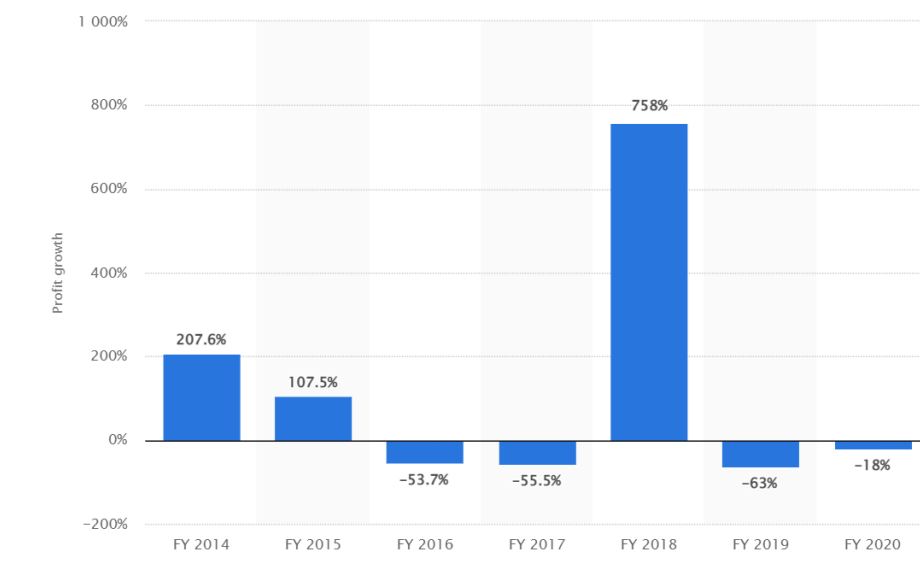
"To become Amazon of India"

FINANCIAL PERFORMANCE:

Walmart-owned Flipkart reported revenue of Rs 43,357 crore for the financial year 2020-21 (FY21), a 25 per cent jump over FY20, as net loss narrowed 23 per cent to Rs 2,445 crore. The e-commerce firm's total expenses were Rs 45,801 crore, showed regulatory documents sourced from business intelligence platform Tofler.

The company forayed into the omnichannel business through its business-to-business marketplace, according to the documents.

In another filing, Flipkart Internet Pvt Ltd, which operates as an online shopping website, said it had clocked a 28 per cent YoY jump in revenue to Rs 8,115 crore for FY21. Its net loss widened 49 per cent to Rs 2,881 crore, according to Tofler. The company's total expenses were Rs 10,996 crore.



Flipkart Private Limited reported a profit decline of about 18 percent in financial year 2020. Flipkart is one of India's largest online retailers along with Amazon India. In 2018, Walmart acquired the home-grown retailer for 16 billion U.S. dollars became a 77 percent-stakeholder.

SWOT ANALYSIS OF THE FLIPKART:

<p>STRENGTH:</p> <ul style="list-style-type: none"> • Flipkart is India's largest e-commerce company, with a GMV (gross merchandise value) of \$1 billion. • Flipkart has a market share of 39.5%. • Flipkart has 77% stake in Wal-Mart a global retail giant. Whose Prior experience in the E-commerce industry aided the founders in strategizing and differentiating their business in a highly competitive market. • The Company's series of acquisitions, including chakpak.com, weread.com, Letsbuy.co, Mine360, and Myntra, has assisted the company in its expansion into the E-commerce space by leveraging the capabilities and existing resources of acquired companies. 	<p>WEAKNESS:</p> <ul style="list-style-type: none"> • Flipkart has a limited distribution channel reach, despite the fact that its logistics arm has kept costs low. This is a weakness for the company, as it has limited reach. Because of the use of outsourcing, global giants such as Amazon and eBay are able to deliver their products to any location in the country. Flipkart, on the other hand, is still struggling in this area. • Because Flipkart acquires a large number of customers through online advertising, the cost of acquisition is high due to stiff competition in the market and low customer retention. • Because this industry is flooded with a large number of players, buyers have a large number of options from which to choose. Customers save money on switching costs because they can easily switch from one online retail company to another.
<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> • By focusing on other emerging markets, a company can increase its revenues while also benefiting from economies of scale. • Increase their customer base while decreasing the cost of acquisition and customer switch. • By optimising their supply chain, they can compete with the other players and manage the sales that are lost as a result of not being able to make the product available due to delivery constraints. • Similar to Amazon, Flipkart can gradually begin to expand its operations outside of India and establish operations in other countries as well, which will aid in the growth of its revenues. 	<p>THREATS:</p> <ul style="list-style-type: none"> • There is fierce competition from global players such as Amazon and eBay, as well as local players such as Snapdeal, Tolexo, and Shopclues, who are constantly attempting to take market share away from one another. • The government's regulations on issues such as foreign direct investment (FDI) in multi-brand retail have posed a significant barrier to the growth of the E-commerce industry in India.

MARKETING MIX OF FLIPKART:

The concept of “marketing mix” is a tool used by businesses to promote and market their product. It is centred around the elements- product, price, place, and promotion. It thus holistically covers the major marketing strategies surrounding a business under the 7P's i.e; Product, Place, Price, Promotion, People, Processes and Physical Evidence.

1. Product strategy:

- Aims most segment except groceries and automobiles.
- Various products in all the categories have given chance to all other brands to compete with each other for there brand and customer attraction.

2. Place strategy:

- Inventory at 4 major centers-Mumbai, Delhi, Kolkata, Bangalore.
- Delivery services through e-kart and postal services.
- Covers all tier-I cities and major tier-II and tier-III cities.

3. Price strategy:

- Much less price than other e-commerce websites.
- Availability of E wallets and E gifts.
- EMI option for specific products.
- Free shipping facility
- Special discount and promotional codes for loyal customers.

4. Promotion strategy:

- It operates mostly through mouth advertising.
- Flipkart Plus is a membership program that offers access to special privileges like more points when you shop on Flipkart as well as faster delivery, extra discounts, early access to sales, superior customer support among others.
- Flipkart also uses branded packaging to gain visibility. Inside its warehouses, merchandise is packed in Flipkart's branded packaging before being delivered to the customers.

5. People:

- As of 2016, Flipkart employed 30,000 people. The company has continued to expand its business fast over recent years.
- The company calls its employees FLIPSTERS.
- The company invests in its employees' training and growth. Apart from that, it has created human resource policies that help maximize satisfaction for its workers and help them achieve a better balance between their career and personal lives.

6. Processes:

- The company had managed to achieve a strong position in the Indian e-commerce market prior to its acquisition by Walmart.
- The company generated a revenue of around \$6.1 billion in 2019 which was around 42% higher than the previous year.
- The company has been investing in technology and expansion of its physical infrastructure to achieve superior financial growth.

7. Physical Evidence:

- It is the packaging used by the company and the branding on it that is the physical evidence of the services provided by Flipkart.
- The packages used to wrap products to be delivered have the Flipkart logo on them.
- In the digital era, there are a large number of services that will not present a lot of physical evidence but their branding material and physical infrastructure offer the physical evidence of their business operations.

INDUSTRY ANALYSIS:

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

The company earns almost all of its operating revenues from the sale of goods.

The week-long online festive sale saw 23 percent year-on-year (YoY) growth with \$ 4.6 billion worth of goods sold driven by categories like mobile, appliances, and fashion, according to a report by consultancy firm Redseer.

According to the report, Flipkart Group emerged as the leader during the festive sales with an impressive 64% market share. The company along with rival Amazon started its festive sale on October 3.

Redseer had forecast a sale of \$4.8 billion in the first week of the festive sale.

The overall online shopper base grew by 20 percent compared to last year with Tier II contributing to around 61 percent of all shoppers. Also, the overall gross merchandise value per shopper has grown by 1.04x, indicating an inherent aspiration in the shopper.

Mobile phones remained a strong category with around Rs 68 crore of mobiles purchased every hour during the period.

Online festive sales saw a 23% jump in GMV, clocking \$9.2 Bn in 2021

Flipkart led the race with 50.5 Mn downloads in 2021, while Amazon saw 43.6 Mn downloads Amazon India fared better in return and refund during the festive sales of 2021.

5 FORCES OF COMPETITION-PORTERS MODEL ANALYSIS:

Porter Five (5) Forces Model was proposed by Michael E. Porter in 1979.

The purpose was to assess and evaluate the competitive positioning and strengths of business organisations.

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

These forces shape the competition within any industry. The overall industry competitiveness declines when these forces reduce profitability.

Porter found SWOT analysis lacking in rigour.

Many new companies use the Porter Five (5) Forces Model to decide whether it is profitable to enter in a particular industry.

Here is the pictorial presentation of the Porter Five (5) Forces Model:



1. Threats of new entrants:

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

FACTORS THAT REDUCE THE THREATS OF FLIPKART:

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

FACTORS THAT FACING HIGH NEW ENTRANT THREAT:

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

2. Threats of substitutes:

THREATS OF SUBSTITUTES INCREASE:

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

THREATS OF SUBSTITUES DECREASE:

- *The switching cost of using the substitute product is high*
- *Customers cannot derive the same utility (in terms of quality and performance) from substitute product as they derive from the Flipkart com's product.*

3. Competitive Rivalry:

The Rivalry among existing firms will be low:

- There are only a limited number of players in the market
- The industry is growing at a fast rate
- There is a clear market leader
- The products are highly differentiated, and each market player targets different sub-segments
- The economic/psychological switching costs for consumers are high.
- The exit barriers are low, which means firms can easily leave the industry without incurring huge losses.

There are some factors that increase the Rivalry:

- The company will face intense Rivalry among existing firms if market players are strategically diverse and target the same market.
- The rivalry will also be intense if customers are not loyal with existing brands and it is easier to attract others' customers due to low switching costs.
- Competitors with equal size and offering undifferentiated products with slow industry growth tend to adopt aggressive strategies against each other.
- These all factors make the Rivalry among existing firms a major strategic concern for Flipkart com

4. Bargaining power of suppliers:

Bargaining power of suppliers will be high:

- Suppliers have concentrated into a specific region, and their concentration is higher than their buyers.
- This force is particularly strong when the cost to switch from one supplier to other is high for buyers.
- When suppliers are few and demand for their offered product is high, it strengthens the suppliers' position against Flipkart com
- Suppliers' forward integration weakens the Flipkart com's position as they also become the competitors in that area.

I

Bargaining power of suppliers will be low:

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

5. Bargaining power of buyers:

Bargaining power of buyers indicates the pressure that customers exert on the business organisations to get high quality products at affordable prices with excellent customer service. This force directly influences the Flipkart com's ability to accomplish the business objectives. Strong bargaining power lowers profitability and makes the industry more competitive. Whereas, when buyer power is weak, it makes the industry less competitive and increase the profitability and growth opportunities for Flipkart com

Factors that increase the bargaining power of buyers:

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

Factors that decrease the bargaining power of buyers:

- Lower customer concentration (means the customer base is geographically dispersed)
- Customers' inability to integrate backwards, low price sensitivity
- Lower market knowledge, high switching costs
- Purchasing customised products in small volumes.

RATE OF GROWTH:

Two key units of Walmart-owned Flipkart's India business—Flipkart India and **Flipkart Internet**—reported growth of 25% and 32% in revenue from operations in FY21, respectively, according to regulatory filings sourced from business intelligence platform Tofler. The first is the wholesale unit and the second is the marketplace arm.

Flipkart Internet's operational revenue was Rs 7,840 crore, while its losses increased by 49% to Rs 2,881 crore. **Flipkart India** saw an increase of 25% in revenue from operations at Rs 42,941 crore, while losses reduced 22% to Rs 2,445 crore, the filings showed.

Ecommerce major Flipkart's parent company is registered in Singapore and it operates in India through a number of units. **Flipkart Internet** generates revenue through various fees such as marketplace, payment gateway, shipping and other services. Flipkart also has other units for payments and logistics in India.

Revenue from operations includes the revenue generated through the company's core business of selling goods and services while total revenue also includes components like interest income from fixed deposits and other investments.

The marketplace's total expenses rose to Rs 10,996.3 crore crore in FY21 from Rs 8,254.3 crore a year ago. Among its major expenses, employee benefits stood at Rs 3,163.4 crore compared with Rs 2,602.7 crore in the year earlier. It spent Rs 1,073.4 crore on advertising and promotions in FY21 compared with Rs 1,114.6 crore in FY20—a drop of around 4%.

For Flipkart India, of its total operational revenue, Rs 42,939.8 crore came from the sale of products while it spent Rs 47,629.9 crore on purchase of stocks (goods) during FY21 compared with Rs 37,636.7 crore in FY20, the filings showed.

The latest financials of Flipkart come at a time when its Singapore parent is mulling a potential IPO by calendar year 2022 or FY23, as reported by ET in September last year. Flipkart Group CEO Kalyan Krishnamurthy told about the company's plans to scale up verticals like grocery and hyperlocal deliveries along with its value-focused platform Shopsy in an interview to ET on Tuesday.


CHAPTER-3:

-Competitor Analysis

FLIPKART VS AMAZON:

With the digital revolution in India came the e-commerce sector, completely transforming the way consumers purchase items across all segments. This sector saw its fair share of ups and downs in the past decade, with lowest points in the form of policy changes regarding deep discounts and vendor monopoly, and the highest peak in the form of the government allowing FDI investments up to 100%. While the industry's growth slowed around the middle of last year, it eventually regained its footing and grew into Tier II and III cities. Flipkart and Amazon have emerged as the giants leading the pack. Having a closer look into their can tell us a lot about the industry as a whole.

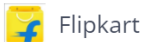
The two companies continued to go head-to-head last year in their quest to grab a dominant piece of the market share. With Amazon Fresh entering the food and groceries delivery space, Flipkart announced its new program, FarmerMart to give Amazon a run for its money. While the program is yet to be launched, it's already a large threat to existing e-commerce entities that operate within the same space, such as Liscious and FreshToHome as it plans to sell meat products as well. It is clear that with these offerings, the two brands intend to enter the hyper-local market that's being captured by the likes of Swiggy, Grofers, and Bigbasket at the moment, in order to capitalise on the hitherto untapped Tier - II and Tier - III marketplace even further.

2021 IN REVIEW		
Amazon Vs Flipkart: How Ecommerce Giants Stack Up		
PARAMETER	amazon.in	Flipkart 
Founded In	2013	2007 (Walmart acquired Flipkart in 2018)
India Headquarters	Hyderabad	Bengaluru
Parent Company	Amazon Inc.	Walmart Inc.
Number Of Sellers	850K+	375K+
Number Of Users	100 Mn+	350 Mn+
Number Of Unique Products	50 Mn+	150 Mn+
Market Share In 2020	31.2%	31.9%
Revenue FY20	\$1.4 Bn	\$4.6 Bn

Overall Culture at Amazon vs Flipkart



Employees at Amazon rate their Overall Culture a 74/100, with Business Development and IT as the two departments that rate their experience the highest.



Employees at Flipkart rate their Overall Culture a 78/100, with Product and Engineering as the two departments that rate their experience the highest.



■ Amazon ■ Flipkart 79

Gender Score at Amazon vs Flipkart



Employees at Amazon rate their Gender Score a 74/100, with Business Development and Engineering as the two departments that rate their experience the highest.



Employees at Flipkart rate their Gender Score a 80/100.



■ Amazon 74 ■ Flipkart

Perk and Benefits Score at Amazon vs Flipkart



Employees at Amazon rate their Perk and Benefits Score a 78/100, with IT and Admin as the two departments that rate their experience the highest.



Employees at Flipkart rate their Perk and Benefits Score a 84/100, with Product and Operations as the two departments that rate their experience the highest.



■ Amazon 78 ■ Flipkart 85

Professional Development Score at Amazon vs Flipkart



Amazon

Employees at Amazon rate their Professional Development Score a 65/100, with Communications and Finance as the two departments that rate their experience the highest.



Flipkart

Employees at Flipkart rate their Professional Development Score a 75/100, with Operations as the department that rate their experience the highest.



Professional Development Score
Winner by 10%

■ Amazon 65 ■ Flipkart

Leadership Culture Ratings vs Flipkart



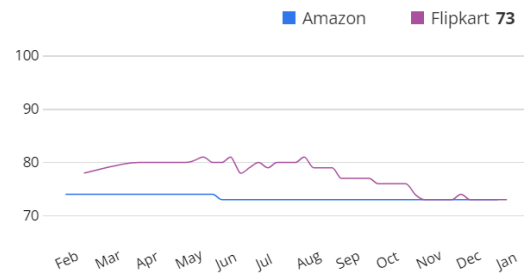
Amazon
73 / 100



Flipkart
73 / 100

Tied

Amazon tied with Flipkart on Leadership Culture Ratings vs Flipkart Ratings based on looking at 23197 ratings from employees of the two companies. Ratings come from the answers to questions like "Do you feel comfortable giving your boss negative feedback?" and "What do you like best about the leadership team?".



Compensation Culture Ratings vs Flipkart

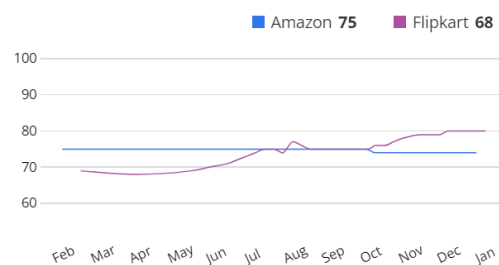


Amazon
74 / 100



Flipkart
80 / 100

Amazon rates % lower than Flipkart on Compensation Culture Ratings vs Flipkart Ratings based on looking at 17231 ratings from employees of the two companies. Ratings come from the answers to questions like "Does your company give annual bonuses?" and "Are you satisfied with your stock/equity compensation?".



Team Culture Ratings vs Flipkart

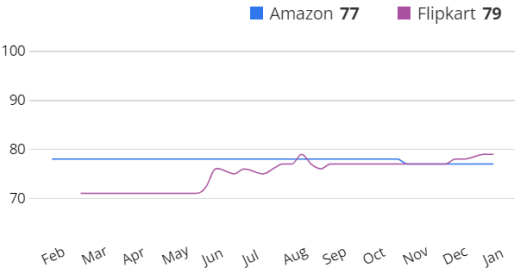


Amazon
77 / 100



Flipkart
79 / 100

Amazon rates % lower than Flipkart on Team Culture Ratings vs Flipkart Ratings based on looking at 15550 ratings from employees of the two companies. Ratings come from the answers to questions like "Are your company's meetings effective?" and "Does Your Boss Hurt Your Company Culture?".



Sentiment Culture Ratings vs Flipkart

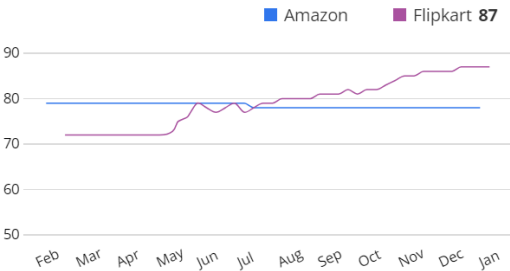


Amazon
78 / 100



Flipkart
87 / 100

Amazon rates % lower than Flipkart on Sentiment Culture Ratings vs Flipkart Ratings based on looking at 17666 ratings from employees of the two companies. Ratings come from the answers to questions like "What do you like best about your company?" and "What's going wrong and how can it be improved?".



FLIPKART VS SNAPDEAL:

Flipkart and Snapdeal are two of the biggest online retail companies in India and both make a majority of their profits from selling electronics such as mobile phones, tablets, laptop, etc. Both the companies were in competition for the big sales during Diwali 2014. Flipkart received a lot of backlash from the customers because of the price changes (prices were hiked prior to the sale and then dropped during the sale), technicality issues on the day of the sale and shortage of goods. However, the company is still touted as one of the best ecommerce company.



Flipkart

Flipkart's brand is ranked #941 in the list of Global Top 1000 Brands, as rated by customers of Flipkart.



Snapdeal

Snapdeal's brand is ranked #- in the list of Global Top 1000 Brands, as rated by customers of Snapdeal.

3.9/5 ★★★★★

Product Quality

3.2/5 ★★★★★

3.7/5 ★★★★★

Pricing

3.4/5 ★★★★★

3.9/5 ★★★★★

Customer Service

3.4/5 ★★★★★

Overall Culture at Flipkart vs Snapdeal

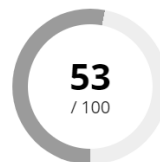


Flipkart

Employees at Flipkart rate their Overall Culture a 78/100, with Product and Engineering as the two departments that rate their experience the highest.



Overall Culture
Winner by 25%



Snapdeal

Employees at Snapdeal rate their Overall Culture a /100.

■ Flipkart 79 ■ Snapdeal

Diversity Score at Flipkart vs Snapdeal



Flipkart

Employees at Flipkart rate their Diversity Score a 72/100, with Product and Engineering as the two departments that rate their experience the highest.



Diversity Score
Winner by 20%

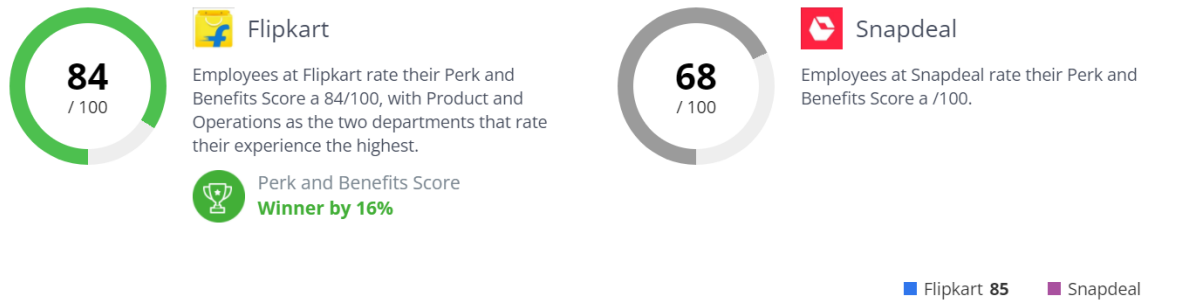


Snapdeal

Employees at Snapdeal rate their Diversity Score a /100.

■ Flipkart 72 ■ Snapdeal

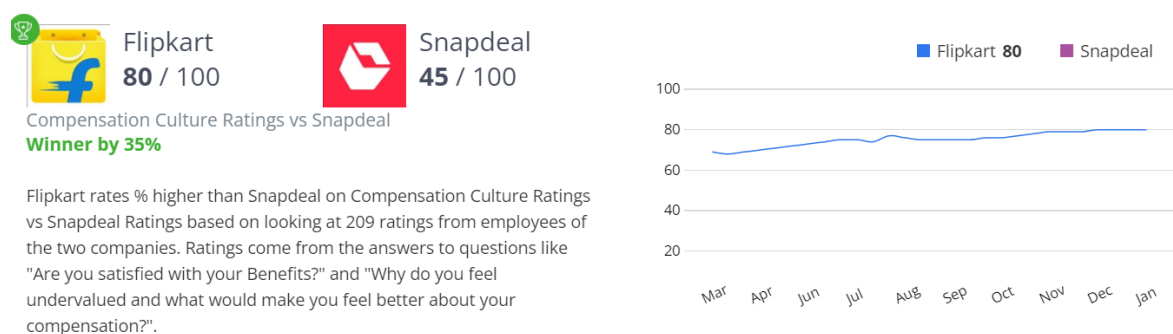
Perk and Benefits Score at Flipkart vs Snapdeal



Leadership Culture Ratings vs Snapdeal



Compensation Culture Ratings vs Snapdeal



Team Culture Ratings vs Snapdeal



Flipkart
79 / 100

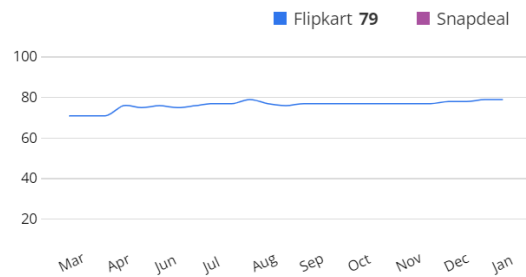


Snapdeal
66 / 100

Team Culture Ratings vs Snapdeal

Winner by 13%

Flipkart rates % higher than Snapdeal on Team Culture Ratings vs Snapdeal Ratings based on looking at 166 ratings from employees of the two companies. Ratings come from the answers to questions like "What do your coworkers need to improve and how could you work together better?" and "Does Your Boss Hurt Your Company Culture?".



Environment Culture Ratings vs Snapdeal



Flipkart
72 / 100

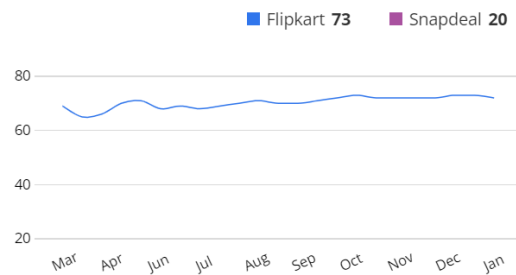


Snapdeal
58 / 100

Environment Culture Ratings vs Snapdeal

Winner by 14%

Flipkart rates % higher than Snapdeal on Environment Culture Ratings vs Snapdeal Ratings based on looking at 155 ratings from employees of the two companies. Ratings come from the answers to questions like "What's the work pace at your company?" and "What % of the time are you bored at work?".



Sentiment Culture Ratings vs Snapdeal



Flipkart
87 / 100

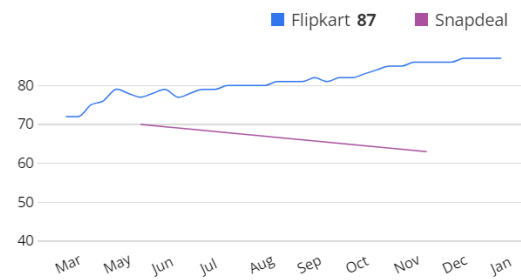


Snapdeal
63 / 100

Sentiment Culture Ratings vs Snapdeal

Winner by 24%

Flipkart rates % higher than Snapdeal on Sentiment Culture Ratings vs Snapdeal Ratings based on looking at 360 ratings from employees of the two companies. Ratings come from the answers to questions like "What's going wrong and how can it be improved?" and "What do you like best about your company?".



CHAPTER-4:

-Customer Analysis

CUSTOMER INVOLVEMENT:

Customers are a company's most important resource. A strong and loyal customer base means

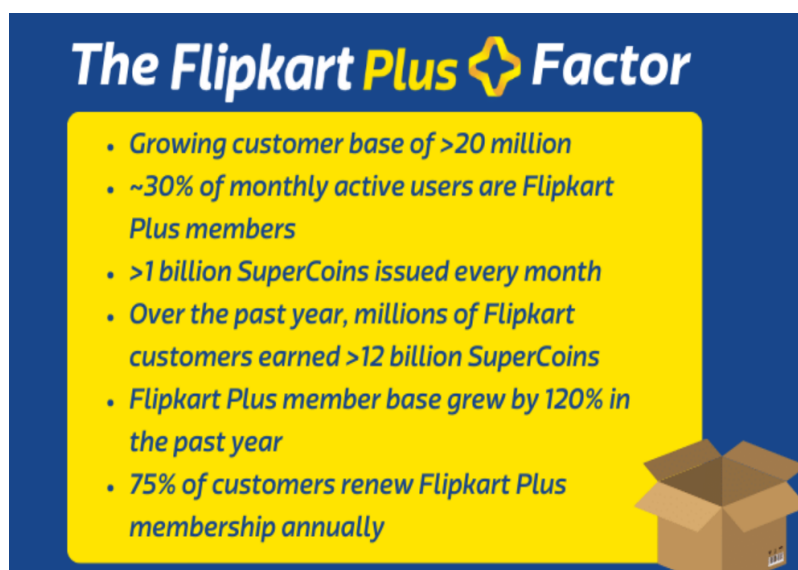
increased sales and better output. Building customer relationships is very important for business growth. For this, you need to know and understand your customer's needs and buying behaviour. This is at the core of every successful business.

1. They shop during lunch hours.
2. COD still holds sway.
3. It's all about discount.
4. Customer is most likely women.

Flipkart has been selling over 30 million products from more than 50,000 sellers in 70+ categories as well as has 30 exclusive brand associations with in-a-day guarantee in 50 cities and same-day guarantee in 13 cities. Flipkart was 33,000 people strong and had over 50 million registered users with over 10 million daily visits and 8 million shipments per month. Flipkart has been putting in much effort and emphasis on the use of Analytics in every aspect of decision making.


Customer churn is a major concern for Flipkart since it has direct impact on Customer Lifetime Value (CLV). CLV is an important measure to differentiate customers, which can further help the organization to manage them effectively. The main challenge in calculating the lifetime value of customers of e-commerce companies such as Flipkart is that the exact life of the customer is unknown owing to data truncation, that is, the actual point in time of customer churn, which may not be identified in e-commerce, since there would be no prior communication from the customer about the churn. Hence, traditional models of CLV calculation may not be appropriate for e-commerce companies such as Flipkart.

E-commerce giant Flipkart 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 today. 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.



The Flipkart Plus Factor

- Growing customer base of >20 million
- ~30% of monthly active users are Flipkart Plus members
- >1 billion SuperCoins issued every month
- Over the past year, millions of Flipkart customers earned >12 billion SuperCoins
- Flipkart Plus member base grew by 120% in the past year
- 75% of customers renew Flipkart Plus membership annually



CRM OF FLIPKART:

Customer Relationship Management is the cornerstone of the Flipkart business model. In a market with several sellers selling generic products, the businesses have to be extremely differentiated. Flipkart has now adopted a marketplace model where it fulfils the order but gets the best offers from several suppliers. Thus, it has already made itself price competitive. But what Flipkart used to its advantage very early on in the business was establish a strong culture of putting the customer first and making delighting the customer its motto. In a scenario like this, because of the respect and intent Flipkart shows its customer, people are often willing to pay more just to get their orders on promised time in the condition promised. All articles and interviews that cover Flipkart, commend its customer service approach making it the poster boy of Indian e-commerce.

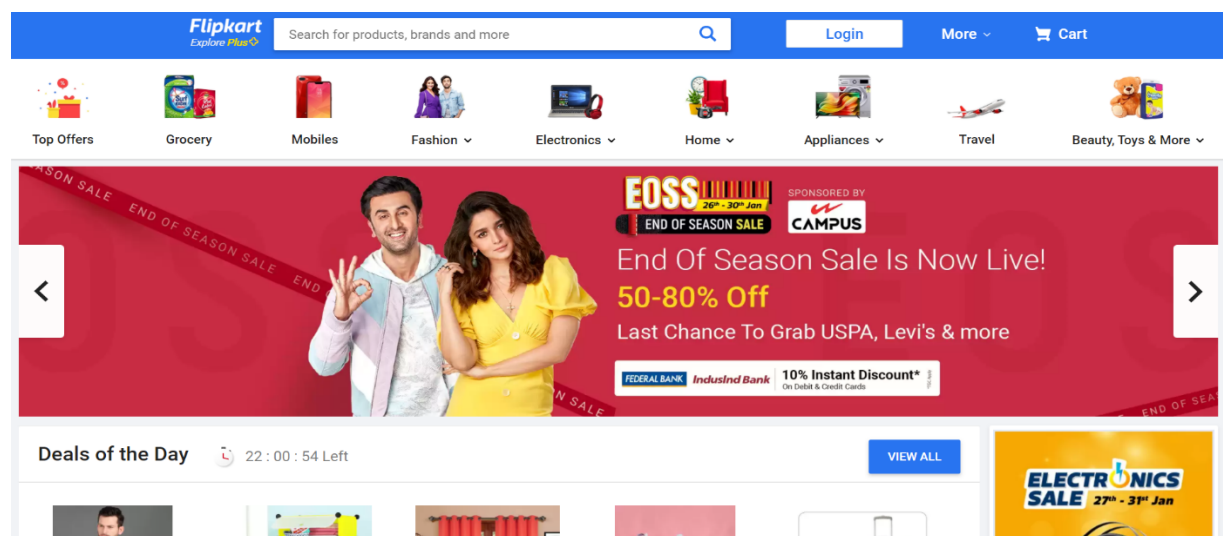
CUSTOMER SEGMENTATION:

- Upper middle class
- Technology savvy
- 16-35 years
- Well educated, relatively higher disposal income
- Comfortable with the medium, high percentage use plastic money.

The primary customers for the Flipkart.com are urban middle class who are well versed in using the technology, are well educated and are comfortable shopping online. Flipkart started as the online seller of books has now diversified itself into product categories like music, video, games, computers, electronics, mobile phones, healthcare and personal product categories. What Flipkart is doing is to sell more products to same people by adding more product categories.

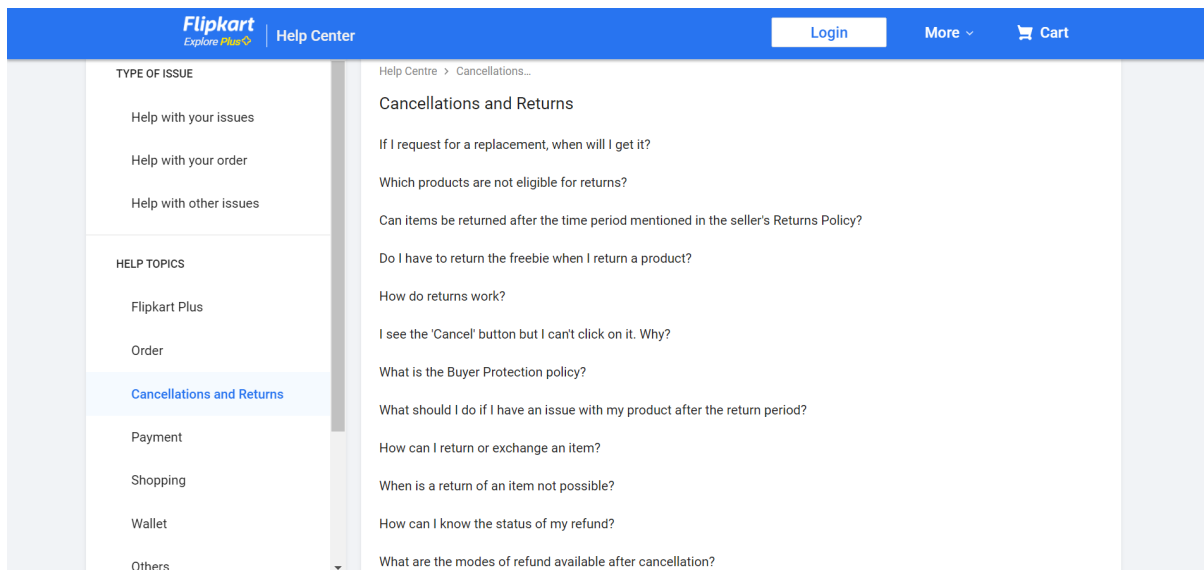
SERVICE OFFERING TO CUSTOMER:

1. ~~Allowing customers to choose from multiple suppliers within product categories.~~ Since it follows a marketplace model, it allows customers to make informed purchase decision by choosing the most competitive supplier. It does so use a clean, user friendly interface.



2. Straightforward return and exchange policies:
Flip kart allows its users to return products if unsatisfied within 30 day period

with full refund of money or exchange for another product. This allows customers to shop online without worrying about the risks involved. It uses the Wallet feature to debit the refund money that can be used to make a purchase from the website.



3. Payment methods:

- **Cash-on-delivery:** Payment method that allows consumers to purchase products and make payment after delivery.
- **EMI:** Easy monthly instalments to help consumers purchase expensive goods spread over a period.
- **Electronic wallet:** Allows users to save money as prepaid balance and later appraise for purchasing products.

4. Customer service:

Highly responsive 24/7 customer service team is one of the core strength of flipkart. They tackle all kinds of queries and processes all request within 5 business days.

- **Flipkart SuperCoins:** Earned in high disposable income plastic money

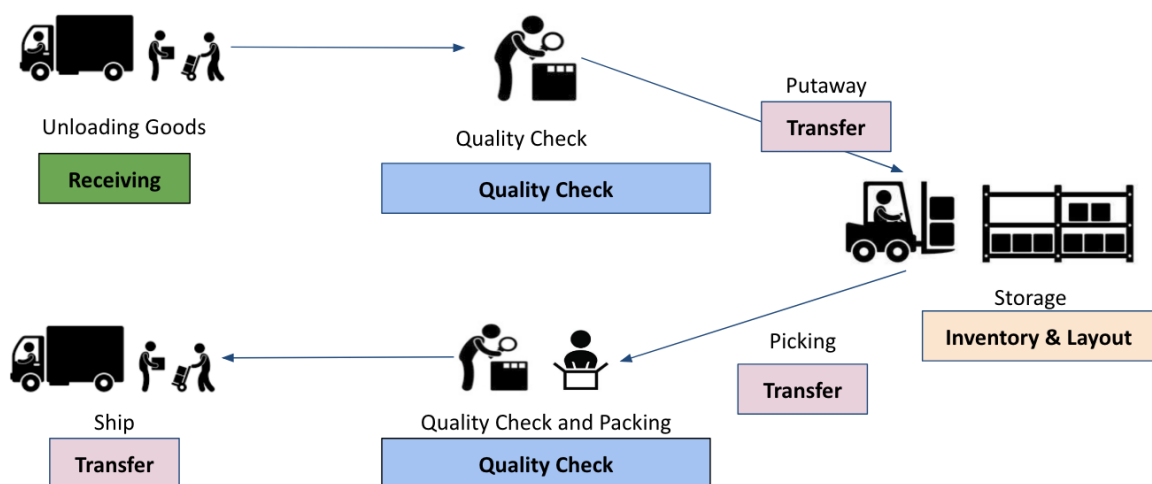
CHAPTER-5:

- Actual work done
- Findings
- Analysis

WAREHOUSE MANAGEMENT SYSTEM:

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

Process of Flipkart warehouse management:



A. Inward Processing/ Inbound Receiving:

INVOICE SANITY CHECK

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

IRN CREATION

It is the second process after invoice check for this we have to login in “flo website” after that we will click on procurement, which means inward of goods then we will go to consignment tab in consignment tab click on consignment handover, after this you will get tab where you have to type PO number then click on search after click on search we get Create IRN page now fill all the detail in IRN creation page with the help of invoice, the details are like, Invoice number & date, delivery type in this we have to select vendor delivery, Invoice line items in this we have to fill total serial no., invoice amount, total invoice quantity, invoice boxes, Gst invoice, mode of delivery after this we have to type PO and search once we have 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 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 and upload the Invoice. After upload invoice see is any discrepancies or not if there have any discrepancies mention that which product not accepted and number of product after this all click on save button and then submit.

Putlist Creation

This is the last process of inward. Here first select warehouse, then click on admin button in admin click on search inventory inward bulk area and select the date Select a day before and a day after then click on view inventory status button here we get product FSN, SKU, Package Id, WID, Product, Storage Zone, Quantity in putlist, Quantity for Putway, Bulk area, Updated by, Updated at, all this help for Putlist creation. Now we have to copy the WID and click on the inventory button and select the create putlist screen, here we get putlist page in this page we will select the device, there are two options i.e. mobile and manual in this we use manual let's select because currently my process on desktop then next we select bulk type which was inward bulk after this select putlist type i.e. normal putlist. Finally we have copy paste the WID in the WID section and click on Add Quantity then click on Create Putlist button. After successfully creation of putlist we get putlist Id and now we will print the movement we print we see the detail of products. Now print inventory will be given to the team, it is their responsibility to go and putway.

B. OUTWARD PROCESS

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

Gate Out

Now we will see Gate-Out process, this process is done after the loading or Gate-In process. The Gate-Out processes same as Gate-In process. Firstly we have to select facility (Warehouse Code) then type vehicle number, Seal number, odometer and click on submit button. After submit we get seven digit consignment number, copy that consignment number and paste in consignment id and then on clicking search

we get print pdf file in which one copy for driver and other for us as proof generally occurs. The PDF contains all the information of the product mentioning their quantity, brand, load type, weight etc. here we done with Gate Out successfully.

C. RETURN PROCESS

Reverse Logistic

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

Gate In

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

Return received

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

Detailed Product Verification

This is the third process of reverse logistics. In this we verify the product because it comes from last mile hub. For this we click on return center tab and

select PV for Received Shipment and fill that product tracking id and click on search then we get product description. This will help us to know is product label match with this description or not. After this type product WID and click on print WSN and then click on submit button. If any of the issue was there then mention that and proceed.

Putlist Creation

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

Putlist Conformation

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

ACTUAL WORKDONE:

I have done an Internship in Flipkart for 45 days for Supply Chain Management at Haringhata warehouse.

In warehouse there are 3 departments i.e, Inbound, Outbound, Return Centre.

My department was Inbound and after 1 month I have shifted to Return centre.

Process of Inbound receiving:

1. First the products will arrive at dock , all the dock member check all the products whether the vendor had given all the products or not as per the condition.
2. Then after sanity check the products will come to receiving lane, where we check that products.
3. For quality check of the products there are 6 steps:
 - Segregation
 - Legal check
 - Quality check
 - Receiving
 - WID
 - Putlist creation
4. There is a website where we check that product called "FLO-LITE" and the website is "10.24.171/flo-lite".
5. Then we had our casperId and password through which we can login to that website for further process, after login at the left side there 3 lines we have to click on that then click on Inbound then we will find a tab where its written FSN.
6. Then we have to scan the FSN after scanning we get all the details regarding that product.
7. Then we have to match the physical product to that lookup product by using MISCAT process.
8. While matching the product with lookup product we have to check mrp, color, size and it is known as quality check.
9. If any of the issue in the attributes or mismatch then we have to select the reason like specification mismatch/ damage etc. if the box is damage we have select box damage and select quality check fail.
10. If all the attribute matched click on no issue and enter the quality and then select create putlist.
11. After putlist is done , select print WID and paste it in the product and send to putlist.
12. As per the quantity there will that much of WID.
13. And to check whether the putlist is created or not there is a website through which we can check and the website is "10.24.1208".
14. There are some products which is damaged for that there will be 2 tickets one is WID and QC ticket in damaged products we have to paste both the tickets.
15. Its done because it will be easier for them to know which is damaged and which is not.
16. After that we do 5S-Sort, Set in order, Shine, Standardize, Sustain.

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 behavior, give equal respect to everyone - just like everyone gets equal respect, be it manager or loader.

CONCLUSION:

In conclusion, through Internship and through survey questionnaire, it was evident that Flipkart is a learning organization. Their work process like loading, unloading quality check , inward and outward process are good. The employees are given their 100% to their work.

They use multiple system to process the customer'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 delay in delivery of order.

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