



A

Project Report

On

"FLIPKART.COM"

A Supply Chain Study/

Online Shopping



Submitted To

Shri Krishna Education Society's

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Certificate

This is to certify that **Badole Ambika Chidanand** has successfully completed.

Project entitled Question Answering system Department of computer Science &IT,

Shrikrishana Mahavidyalya College, Gunjoti, Omerga in the partial Fulfillment of M.sc 2 nd year
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Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, for the academic year 2021-22
was worked under the guidance and direction.

The said report is based on bonafide information

certified

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Methodology :

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

About Flipkart.com :

Founded in 2007 by two IIT Delhi graduates, Flipkart.com is today India's largest online shopping website. The etymology of the website lies in the fact that the founders, Sachin and Binny Bansal envisioned it to be an online store for books – hence the „flip“ suggests the flipping of the pages of a book while the „kart“ is derived from the „shopping cart“.

It has been cited as a success story in the domain of online retail – a sphere generally dubbed as impossible to succeed in India. Started with an investment of Rs. 4 lakhs by the founders themselves, Flipkart has grown exponentially in the last 5 years. This year they are expected to touch Rs. 2500 cr in annual revenues at a y-o-y growth rate of 400%.⁵

Conclusion :

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

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

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

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