



**G.P PORWAL ARTS, COMMERCE, & V.V. SALIMATH
SCIENCE AND BCA COLLEGE SINDAGI-586128**

RESEARCH TOPIC

"RETAIL SECTOR _ONLINE MARKET FLIPKART

RESEARCH STUDENT

SANJANA BENUR

Reg No : C2060869

GUIDE

**Prof. Prakash Teju RATHOD
(M.Com, K-Set)**

HOD, Dept of Commerce

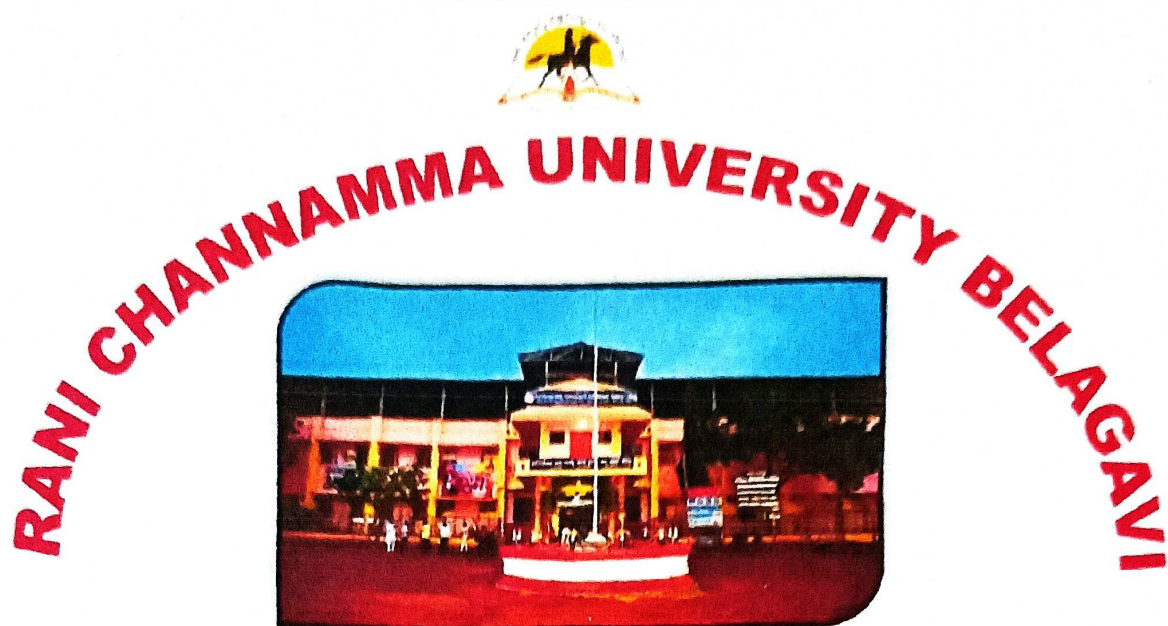
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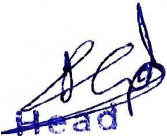
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Project Report :

A STUDY ON ONLINE SHOPPING FLIPKART



DEPARTMENT OF COMMERCE
G P PORWAL COLLEGE
SINDAGI-586128


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Submitted By
Sanjana S. Benur

Submitted To
Prakash Teju.Rathod

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I sincerely appreciate the inspiration, support and guidance of all those people who have been instrumental in making this project a success. I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals. I would like to extend my sincere thanks to all of them.

I, Sanjana Benur, the student of G.P.Porwal Arts, Commerce and V.V. Salimath Science COLLEGE, am extremely grateful to "COLLEGE" for the confidence bestowed in me and entrusting my project entitled "RETAIL SECTOR-ONLINE SHOPPING : FLIPKART".

At this juncture I feel deeply honored in expressing my sincere thanks to

For making the resources available at right time and providing valuable insights leading to the successful completion of my project.

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Last but not the least I place a deep sense of gratitude to my family members and my friends who have been constant source of inspiration during the preparation of this project work.



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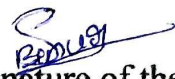
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DECLARATION

Sanjana S. Benur certify that the project report entitled on “Retail Sector Online Market” Flipkart , Quantitative analysis report on Flipkart , prepared by me is my personal and is authentic work under the guidance of **Dr. prakash rathod , Associate Professor , Department of Commerce.**


Signature of the Student

Name: Sanjana S. Benur

Class: B.COM (VI SEMESTER)

Roll Number: C2060869

CERTIFICATE FROM THE PROJECT GUIDE

This is to certify that the Project Report titled "Retail Sector Online Market Flipkart" is a bona fide work of Sanjana S. Benur enrolment number C2060869 undertaken for the partial fulfillment of Masters in Commerce (B.Com) degree of RCUB University under my guidance. This project work is original and has not been submitted earlier for the award of any degree or diploma of any other University or Institution.

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Flipkart



CHAPTER 1: INTRODUCTION

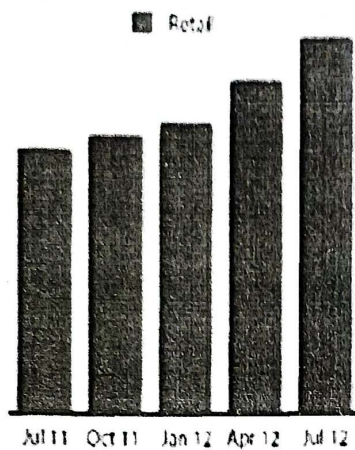
1.1 Definition: Online Shopping

Online shopping involves purchasing products or services over the Internet. Online shopping is done through an online shop, e-shop, e-store, virtual store, webshop, Internet shop or online store. All the products in online stores are described through text, with photos and with multimedia files. Many online stores will provide links for extra information about their products. They often make available, safety procedures, instructions, manufacture specification and demonstrations. Some will provide advice or how-to guides. As you are already on the Internet, you can search for product reviews that other consumers may have posted. Some online stores have place for these reviews on their own sites. Many allow users to rate their products. Advice such as this from other consumers, about a product, would be unavailable in a conventional store.

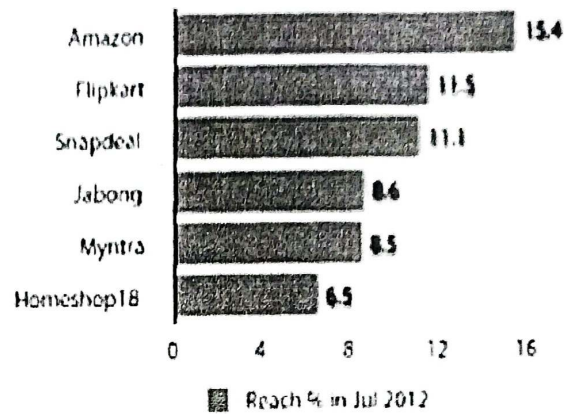
1.2 Advantages of Online Shopping

- **Easy to Find:** Finding a product online is much easier than looking for it in the local store. You can search any product easily by using the search engine feature of an online shopping website. But in store you have to look for it until you find it. Sometime it becomes very annoying when you can't find the product even after looking in the couple of shops. But in online usually we don't have to face this problem. If you don't find a product then you can switch to a new shopping website without wasting your time. For example if you don't find the suitable product in E-bay, you can look for it in the Amazon without wasting your time. On the other hand if you do not find any product in the store you have to go to other store which is more laborious and time consuming.
- **Products can be cheaper:** Sometime a product can be much cheaper in another country than your country. In this case it would be wise to shop online to save some money. Here is my story, I had a big problem with the air flow sensor of my car. I went to the dealer, and they asked 700\$ for a new air flow sensor. Since my car is old, I am never going to spend that much money for that sensor. I did not have time and patience to look for a spare part from the junk yard. Then an idea popped into my head! I look out the part number and searched it on E-bay, and found plenty of used parts with a very cheap price. I bought the

Unique Visitor (in millions)



% Reach Top Fetail Sites



Source : <http://www.iamwire.com/2012/10/india-among-the-fastest-growing-ecommerce-market-a-report/5329>

THE E-TAIL FIGHT

amazon

flipkart

snapdeal

ebay

Number of products	15 mn	15 mn	5 mn+ *	1.1 mn*
Categories	24	70+	500+	2,000
Sellers	5,000	3,000	100,000	45,000
Time in India	11 months	7 years	4 years	9 years

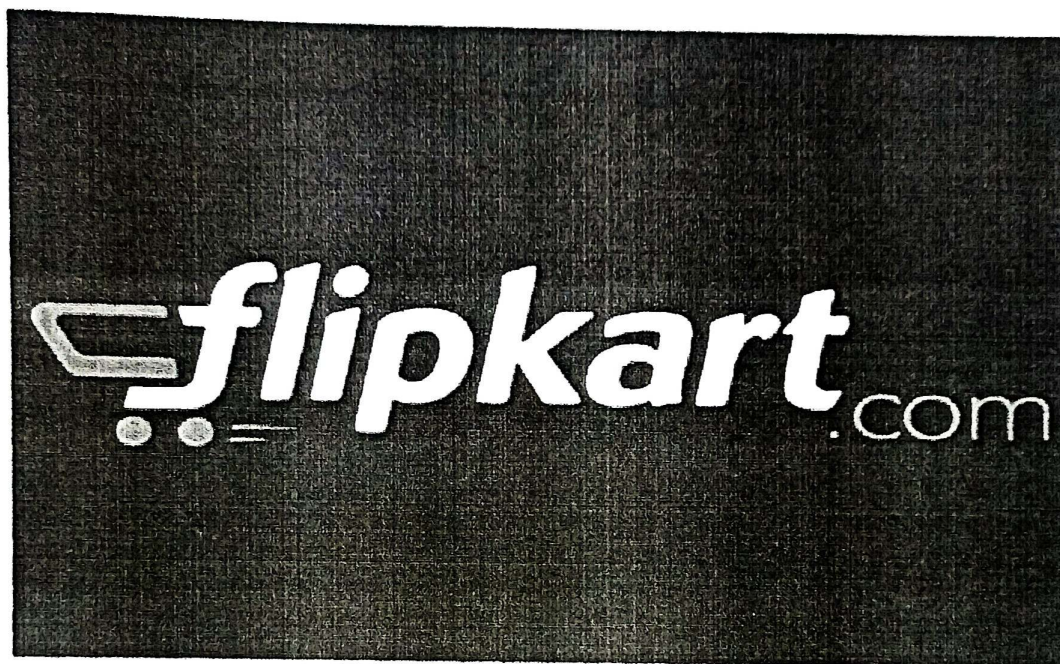
* Snapdeal's assortment of products is excluding books and movies

* eBay has 1.1 million product listings at any given point

Source: Companies

Source : <http://thetechpanda.com/2014/05/21/flipkart-takeover-myntra/e-tail-fight/>

CHAPTER 4: CASE STUDY



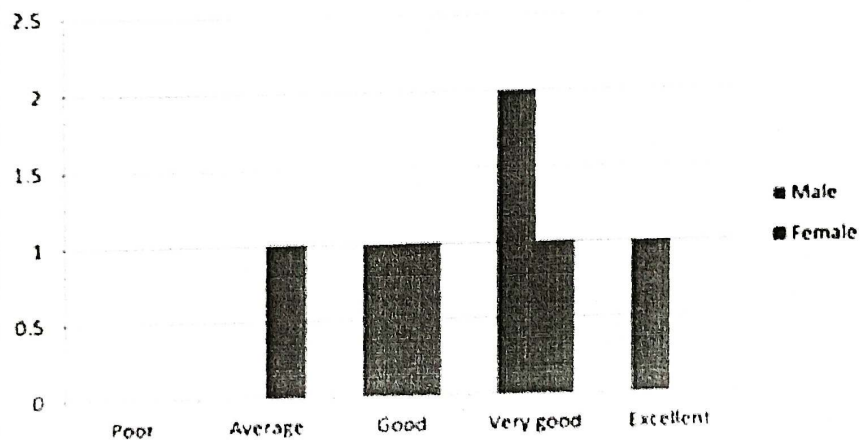
4.1 Case Study of an Emerging Giant in the Online World –FLIPKART

Innovation brings with itself a new set of challenges. The E-Retailing form of market was fairly something unheard of to the Indian consumer in 2007. Flipkart which has carved a niche for itself in terms of market share, goodwill and popularity in the online market to the extent that retailers are coming under threat because of its discounts and smooth operations. Started with an initial capital of four lakhs it now aims for annual turnover of around Rs.4500 crores. It started off with books and later on started diversifying its market into apparel, electronics, softwares, music, etc. With over seventeen and a half million book titles listed, eighteen different categories, more than four million registered users and sale of fifty-five thousand items a day it's quite a sensation in today's online market. Moreover with such a large area to cover distribution and operational challenges crop up. Another challenge was online payment which the consumers were hesitant to make. Flipkart came up with their unique policy of Cash-On-Delivery. This case study aims to understand the functioning of Flipkart, its methods of operations, distribution, warehousing and delivery systems. The ascent of Flipkart to capture the online market in India in just four years, the strategies implemented by it to create online business, its ability to stand out among numerous E-Retail

Convenience being the main reason why most of them want to buy online. Wide range of products are available online. They can choose whatever they want as per there needs.

14. How do you rate the online shopping experience from Flipkart?

- Poor
- Average
- Good
- Very good
- Excellent



The overall experience from Flipkart is shown above

CHAPTER 5 : CONCLUSION

The founders of Flipkart have probably conquered their dreams with the amazing success of Flipkart. Flipkart is something which has really opened up the Indian e-commerce market and that also in a big way.

It was never going to be easy since India has had bad past experiences with e-commerce trading. It was not an easy segment to break into, people were very particular in paying money for something which they had not seen and received. The trust was missing in the Indian customers. So what Flipkart had to do was to instill trust and faith in their customers. And they did exactly the same.

Flipkart began with selling books, since books are easy to procure, target market which reads books is in abundance, books provide more margin, are easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive, so the amount of money a customer has to spend to try out one's service for one time is very minimal. Flipkart sold only books for the first two years.

The company has built a great brand name, they just have to maintain and enhance the same. Need to keep introducing more products, adapting to the changing needs of the customer with time. The entry of Amazon.com in 2012 in the Indian e-commerce space has been cited as a big challenge to Flipkart. However Flipkart is a respected Brand name in India and should be able to compete with Amazon. Amazon being a very big company can bring in serious competition to Flipkart, since Amazon can bear more losses in the beginning to gain customer base. But again Indian market is growing at a rapid pace as access to internet increases and people become more aware of e-commerce sites and start trusting the same; hence Indian market is sufficiently big at-least for these two giants to co-exist beneficially.

Findings

- Frequency of purchase is more among Men.
- Word of mouth was more influential in promotion as many people were made aware by their friends.
- Most of the people are satisfied with the services of flipkart and are willing to recommend them to make purchases from flipkart.
- Except packaging and warranty, all others are considered important in the decision making of online purchases.
- Almost all the factors that Flipkart is focusing onto are of high importance to the people.
- The commercials used by Flipkart are effective enough to convey the message since the ads are interesting enough to gain attention and position itself into the prospects mind.


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Suggestions:

Flipkart has successfully placed itself into the prospects mind making it the India's largest online store with huge range of products. But Flipkart still needs to work on their core competence that is books and stationery items.

With the entry of Amazon.com it will be a huge competitive market for Flipkart and hence will have to position itself better. They need to get aggressive at providing better services which can be fulfilled by reducing the delivery time, selling second hand products which will increase consumers' affordability much more and enhance penetration into the market.

They can even have their retail stores which can give an access to consumers to feel and analyze the products, which will help them win the consumers faith.

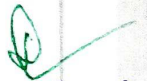
Price will still be a factor as amazon being a huge company will use its economies of scale to remove their competitors from the market; therefore they need to be more competitive on that aspect. Be very focused on consumers and build amazing experiences for the customers.


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