JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue
JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)
An International Scholarly Open Access, Peer-reviewed, Refereed Journal

SUPPLY CHAIN MANAGEMENT OF FLIPKART

Region : Noida , INDIA

Mr. Rahul Kumar

MBA SOB GALGOTIAS UNIVERSITY

MR. AVDHESH KUMAR YADAV

PROFESSOR

GALGOTIAS UNIVERSITY

ABSTRACT

In the Indian markets, e-commerce has become more popular. Because there are so many different products available at such low prices, e-commerce has grown in popularity among the younger generation. Because of the extensive selection, they provide in their online stores, Flipkart, Amazon, Snapdeal, and many more have entered the market and can support local retailers. The main problem for online retailers is controlling their supply at a certain location and making it available to customers within the agreed-upon time frame. A reliable supply chain management system is necessary for all of this. The goal of the study paper is to better understand the supply chain management system used by e-commerce companies, specifically concerning Flipkart.

Keywords: Supply Chain Management, Consumer, E-commerce, Flipkart.

INTRODUCTION

Have you ever wondered what happens to a Flipkart order once it is submitted? On its way to you, your delivery must overcome several obstacles. Participating in the journey through Launchpad will provide you with a wealth of information about the storage system. Students who take part in our 45-day internship program receive insightful knowledge of our production network and priceless experience. After completing an entry-level position, students will get a stipend, health insurance, relaxation incentives, and a certificate. The phrase "Launchpad" refers to a mechanism for collaborative product development.

For code management, code reviews, building and managing Ubuntu packages, translations, mailing lists, keeping track of solutions and frequently asked questions, and keeping an eye on requirements, Bazaar and Git are used.

Lagging Launchpad blog updates Bug reports will include the reporter's

To increase delivery rates on contemporary web email clients, the addresses of the Launchpad bug warnings have been changed. A large portion of the email traffic coming from Launchpad is caused by its users. Launchpad will alert [] when a new comment is made on a bug report, for example.

• Launchpad will include new features from March through July 6th, 2019.

Here is a quick rundown of what we've been up to since the last important update. Bugs Associated with a Significant GitLab problem (#1603679) The GitHub issue object's "number" field, not the "id" field, should include the upstream bug ID (#1824728). Launchpad Updates for February and March 2019

Here's a rundown of the month's most important developments. Build a home on a ranch LXD images can now replace chroot tar balls in deployments (#1811677), and users can choose base images based on their budget. Code Segmentation in the bzr-svn Import Data Warehouse Canonicalize common requests that are likely to be used in Bazaar and make them available to project owners [...]

July 2018–January 2019–February 21st, 2019 Launchpad Status Reports

What follows is a brief recap of our activities since the last significant update. Bugs Analyze a couple more possible Savanne URL structures (#197250). Check whether or whether Bugzilla forms use the Bugzilla API as part of #1802798. Build the ranch while configuring snap intermediary settings in Subversion (#1668358). Please consider the IMAGE_TARGETS, REPO_SNAPSHOT_STAMP, and COHORT_KEY options. […]

The Launchpad News for June and July of 2018

Here's a rundown of the month's most important developments. Changes to the Bugzilla system. In 5.1.1 (#1774838), time() was added. Bugzilla's comment creator section has been renamed to make (#1774838), so please update accordingly. Put up a ranch. While it is recommended to use the hostname and FQDN of the host system for LXD containers, the IP address should be customized to draw attention to the container's owner (#1747015). […]

The most recent data from Launchpad, covering May & June 2018

Here is a rundown of the month's most important developments. Make a ranch of your own. Scrub up quickly: Virtualized works, in particular, can safely skip these last cleanup steps. Code Spam protection for survey code comments is required (#1680746). Sizes of formula assembles should only employ the most recent nine successful variants. Make import messages for new code more descriptive by updating them.

Primary Housing Units • Townhouses and Rowhouses A high-rise or other multi-unit apartment with a studio, one-bedroom or one-bathroom layout. A series of lockable doors often serves as the condo's perimeter. frequent in large urban residential complexes.

o Multi-family dwellings (often single-family homes) having multiple dwelling units per floor.

INDUSTRY PROFILE

RETAIL INDUSTRY

India's GDP is currently growing at the second-fastest rate in the world. It has the third-largest economy in the world by GDP and the fourth-largest economy in the world by PPP. India is a tremendous center that the globe can use today. India is positioned to experience the phenomena of the global village

because the country is on the cusp of a retail revolution and is seeing a fast-growing retail sector. India is the "promised land" for both local and multinational businesses. a vibrant commercial area. India is the most appealing emerging market for retailers because of how swiftly that country's retail market is growing and modernizing in tandem with the nation's booming economy. Since the industry is growing, government rules are thinning out, and innovative tools are simplifying commercial operations, prospects are bright.

India's retail industry is well on its way to replacing manufacturing as the country's most important economic driver. Both store design and customer habits have changed to accommodate the new shopping culture in India. Modern retail has come in India in the form of sprawling shopping centers, multi-story malls, and vast complexes that house a wide variety of stores, as well as entertainment venues and food options. There has been a tipping point in India's retail business, signaling a rise in the spending power of the middle class and a more rapid expansion of both unorganized and organized retail. The Indian population has seen a major demographic transition. With such a large and young working population (median age: 24), more nuclear families forming in urban areas, more women entering the workforce, and promising new opportunities in the services sector, the retail industry in India is poised for growth. Consumer spending in India is growing at unprecedented rates, attracting an increasing number of foreign retailers to the market. The organized retail sector in India is expected to transform and grow to global levels over the next five years. Over the past decade, India's retail sector has grown substantially. The sector's sales increased by 93.5 percent between 2000 and 2006, or 13.1 percent each year. The business reached its zenith during this decade. The sector expanded in part as a result of India's rising level of living and citizens' increasing spending power. The two fastest-growing sectors of the retail industry are apparel and consumer durables. Due to the extension of cellular networks into more rural areas, customer demand for mobile phones has increased more than any other retail product category. Every month, the telecom industry gains more than 5 million new customers. The alternative item.

COMPANY PROFILE

FLIPKART.COM

Since its 2007 debut, Flipkart has quickly become India's most popular online retail site. Its true location is in Bangalore, Karnataka. In 2007, Binny and Sachin Bansal launched the business. Flipkart started off specializing in the online sale of books, but it has now grown to include the sale of gadgets and other goods. A wide range of payment options are accepted by Flipkart, including cash on delivery, e-gift cards, and all significant credit and debit cards. Flipkart was established in 2007 to make books accessible to anybody with an internet connection. Their influence is broad and growing, encompassing everything from the entertainment sector to the medical industry, consumer electronics, and even home appliances.

They are a significant player in the e-commerce sector with daily sales of 30,000 commodities, more than 11.5 million book titles, 11 categories, over 2 million registered users, and more.

They've created a reputation for themselves by dedicating themselves entirely to providing customers with a fantastic experience when shopping online. Whether it's the affordable prices, the EMI financing

options, the 30-day money-back guarantee, the free shipping, or the Cash on Delivery option. Meanwhile, the Flipkart delivery staff works nonstop to fulfil orders as quickly as possible. Although only 27 cities have been selected so far, plans call for significantly more to be added.

Indian e-commerce upstart Flipkart started out as an online bookstore before expanding into other markets and product categories. It also owns PhonePe, a mobile payment service that uses the Unified Payments Interface. Sachin Bansal and Binny Bansal, two IIT Delhi alums, launched India's largest online marketplace, Flipkart.com, in October 2007. After 10 years, there were 261 million products sold to 54 million customers and 100,000+ vendors in the online retail sector. Two people started Flipkart, but today the company has 30,000 workers and 46 million customers. They are among the top 5 websites in India, according to Alexa, thanks to their infrastructure, which allows them to handle 8 million shipments each month, 10 million daily page hits, and 14 state-of-the-art warehouses. When it comes to online retail in India, Flipkart was the first company ever valued at $1 billion. Flipkart takes payments via a wide variety of options, including cash on delivery, credit card, debit card, net banking, e-gift certificate, and card swipe.

LITERATURE REVIEW

According to the article "Prospects of E-Commerce in India" by Sharma and Mittal from 2009. India's thriving e-commerce market continues to grow. Real estate prices have become out of control due to their constant rise. Today, most people's lives would be incomplete without incorporating some kind of online shopping. On the internet, you may find a huge variety of products and services. The numerous e-commerce websites offer goods and services from many different industries. A few examples include gender-neutral clothing and accessories, health and beauty items, books and periodicals, computer and vehicle hardware and software, consumer electronics, home appliances, jewelry, media and entertainment, gifts, real estate, and services. One of Flipkart's initial investors was Ashish Gupta, senior managing director at Hellion Venture Partners.

Miyazaki and Fernandez (2001) found that people's actions today are profoundly influenced by their experiences in the past. The results of this investigation point to the need for caution when applying the Technology Acceptance Model to internet purchasing. The key to a successful and prosperous internet store is understanding your customer base. Make sure the online price of your products is lower than the in-store price.

Arabzad, 2015. In order to better distribute goods, the place-list problem seeks to identify the best possible location for a distribution centre (DC). The sum total of the stock-up price and customer transportation costs according to the offered strategy.

The article "e-commerce or internet marketing: An article by D. K. Gangeshwar (2013) entitled "A Business Review from the Indian Context" can be found in the International Journal of U- and e-Services, Science, and Technology. Although security, privacy, and dependency on technology remain issues, the poll found that the future of e-commerce in India is very promising. Despite these problems, online commerce has a promising future. He asserts that good supply chain management is

built on relationships rather than logistics, citing studies by Handfield and Nichols (1999). The supply chain of a business is essential to its success. According to Ellram (2004), supply chain management is a crucial strategy for businesses of all stripes, from manufacturers to service providers. Although businesses and industries may have very different approaches to managing supply chains,

Chopra and Meindl (2003) He says understanding business strategy is as simple as understanding supply chain management. In order to comprehend operating requirements and meet consumer demands, knowledge of supply chain processes and flows is essential.

Citation: Lambert & Cooper, 2000 Trusting the identities of key chain members to link with and the procedures that need to be linked is an essential part of implementing supply chain management, the goal of which is to generate maximum value for the whole supply chain network.

Supply chain management, according to Mentzer and colleagues, simplifies the coordination of the distribution of goods from producers to end users. It also helps the customer get used to receiving the product on schedule.

Objectives

- To study the warehouse management system.
- To study the reverse logistic.
- To study the concept of Electronic Data Interchange.
- To study the Inward & Outward process.

Scope of study

- A major price cut was implemented across the board.
- The purpose of monitoring employees is to assign work that fits their skillsets.
- The basic objective of distribution is to guarantee supply to wholesalers, retailers, and consumers.
- Successful product promotion and sales growth need earning the trust of potential customers.
- The provision of correct and timely product information to consumers.
- Getting complete information over the phone is not always possible.
- Including customer support as an integral component of the service offered to clients.
- Boosting sales by establishing reliable relationships with retailers and distributors.
- Monitoring outgoing and incoming shipments.
- Taking care of the needs of the clientele by addressing their inquiries.

FINDINGS

Digitalization has had a profound impact on the corporate climate and advertising practices. When it comes to digital marketing, consumers are more focused on making purchases online. Digital marketing may be defined as any form of advertising that makes use of digital technologies, such as email marketing, search engine optimization, display advertising, and so on.

Many smaller and medium-sized IT companies these days are putting most of their efforts into digital marketing. The key tools and strategies of any

enterprise are those of modern marketing. It's a framework for sharing ideas about the brand-new marketing strategy. As a result, successful markets have consistently adopted new marketing strategies depending on favorable conditions and numerous facets of company, making the marketing plan useful for long-term launchpad perspectives and planning.

Modern marketing techniques are vital to the success of any company. The world of digital marketing necessitates constant two-way communication between your company and its customers. Digital marketing is an effective strategy for connecting with customers online. Digital marketing makes use of many electronic devices to attract customers, including smart phones, tablets, cell phones, personal computers, and video games.

Launchpad is a well-known online marketplace that distributes its wares and offers related services in several countries (including India).

The smiley-faced bolt in the shape of an arrow pointing from A to Z that has appeared as the Launchpad logo since 19th June 2000, was created to convey the idea that the company transports items across their complete life cycles.

Launchpad needed to acquire only a richness; anytime an organization's abundance is increased in this method, it's a good picture to raise long-term profit. It appears that Launchpad didn't plan to make a profit for four or five years.

Launchpad has expanded through many mergers and acquisitions throughout the years. Launchpad is an internet company that operates on a staggered schedule. The company has also made investments in a wide range of developing companies throughout the globe. Launchpad paid almost $4 million in 2014 for a sell-off acquisition of high-level premises. After honing in on B2B connections between LAUNCHPAD and its suppliers and customers, as well as B2B connections between LAUNCHPAD and its customers, the company shifted its focus to B2C interactions via its LAUNCHPAD commercial hub, which acts as a go-between for business-to-business transactions. Digital marketing is constantly one step ahead of the competition when it comes to increasing sales, branching out into new regions, building brand awareness, etc.

Innovative marketing techniques are either directly or implicitly lauded for helping to increase India's Gross Domestic Product (GDP). Our Prime Minister, Mr. Narendra Modi, has also advocated for the development of the nation's digital infrastructure.

The term "Computerised Marketing" is frequently used to describe advancements in the internet space. The internet market is experiencing an increase in demand.

The phrase "Computerised Marketing" refers to a wide range of services, including but not limited to online payments, online shopping, online booking of travel services, etc.

PM MODI gives "Computerized Marketing" greater thought. The BJP government's primary goal is to raise public awareness about Digital Marketing and provide basic forms of assistance to its countries, both of which are facilitated by the administration's emphasis on, and preparation for, Digital Marketing.

This product is sold by the well-known online merchant LAUNCHPAD.

The company was established on July 5, 1994, by Jeff Bezos, making it 24 years old. Its main office is in Seattle, Washington (United States).

On July 5, 1994, Bezos initially combined the Washington State business under the name Cadabra, Inc. LAUNCHPAD.com was ultimately chosen as the brand name.

After researching the definition of the word, Bezos decided on the name "Launchpad" because he wanted it to capture the "strange and unique" nature of the area.

When the business first started, it offered online bookselling services; its initial sales were far larger than those of its rivals.

The group first made their public debut in October 1995. The company reincorporated in the state of Delaware in 1996. On May 15th, 1997, LAUNCHPAD made a stock donation.

CONCLUSIONS

It was clear that Flipkart is a business that is always developing and getting better. Their procedures—including those for receiving and shipping, quality assurance, and loading and unloading—work effectively. Each member of the team gave their assignment their all. To ensure that orders are processed quickly, several systems are used. Highest level of time management skills are on display.

I also paid close attention to the poll participants who had previously voiced their displeasure with Flipkart Pvt. Ltd.'s delivery services.

My internship taught me that we would constantly fall behind schedule if our IT were ever to be disturbed. The shipment of the purchase would probably be delayed if there was a website issue or internet service outage.

Finally, after consulting with a wide range of industry professionals, it became abundantly evident that Flipkart is a dynamic, ever-improving enterprise. Nothing is fixed unless it becomes a serious issue that cuts into their earnings significantly. The corporation promotes entrepreneurial thinking among its employees. This opened the door for significant internal innovation and the creation of best practises, which are now widely used in corporate America. The Indian market will soon see the entry of new foreign rivals who follow industry best practises. Amazon is the most well-known illustration of this. Margin pressure will increase as competition heats up, necessitating better supply chain obstacle management. Finally, since satisfied customers generate so much repeat business and word-of-mouth advertising, it is obvious that Flipkart places a high priority on them. Because of this, existing systems must have additional buffer, raising costs along the entire supply chain. Nobody can predict with certainty if this tactic will be successful in the future.

REFERNCE

- Mr. Graw – Hill Companies 2012,., Business Summary. S & P Capital IQ Net Advantage Database Accessed November 23,2012.
- Liyakasa, K.2012, More consumers turn to pin click for Product Research. Customer Relationship Management : October: 14-15.

- Pfeifer, J .2012 . Marketing Strategies of LAUNCHPAD.com, Customer Insight Group Inc.,http://www.customerinsightgroup.com/marketing Library/ Marketing-Strategies of Launchpad-com-2, Accessed November 27,2012.

Websites:

- www.Launchpadwiki.com
- www.digitalduniya.com
- www.indianonlinemarketing.com
- www.digitalmarketing.com
- https://scholars.fhsu.edu/cgi/viewcontent.cgi?article=1063&context=jiibr
- http://www.whatishumanresource.com/human-resource-management
- https://www.investopedia.com/terms/h/human-resource-planning.asp#:~:text=Human%20resource%20planning%20(HRP)%20is,avoiding%20manpower%20shortages%20or%20surpluses
- https://sprigghr.com/blog/hr-professionals/what-is-the-difference-between-recruitment-and-selection/#:~:text=Recruitment%20refers%20to%20the%20process,a%20job%20in%20the%20organization