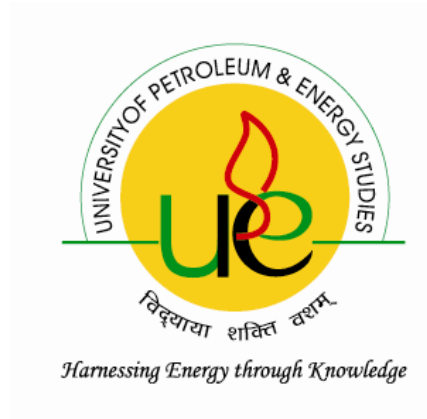


# **UNIVERSITY OF PETROLEUM & ENERGY STUDIES DEHRADUN**



Dissertation Report

On

**“E-Commerce Industry: Opportunities & Challenges in  
India”**

**Under the Guidance of:**

**Prof. Aman Dua  
CoMES, UPES**

**Submitted by:**

**Rishi Kumar Pal  
R600213039  
MBA (LSCM) SEM IV  
Batch 2013-15**

## **DECLARATION**

I, Rishi Pal , MBA-L&SCM (SEM 4), College of Management & Economic Studies, University of Petroleum & Energy Studies, thusly announce that the Dissertation Report titled "E-Commerce Industry: Opportunities & Challenges in India is a proposition report submitted in halfway satisfaction of Maters of Business Administration (Logistics & Supply Chain), and a unique work completed by me benefiting the direction of my mentor.

This report has no likeness with some other report to any University or Institute distributed Earlier.

Dated:

Dated:

Signature:

Signature:

Rishi Kumar Pal

Prof. Aman Dua

MBA (Logistics & Supply Chain Management)

CoMES, UPES

## **CERTIFICATE OF ORIGINALITY**

## **CERTIFICATE OF ORIGINALITY**

This is to hereby state that this report is original in every sense of terms and conditions and it carries a sense of credibility and belief and that no shortcuts have been taken and I remained both rigorous and attentive during the research work. I have put in my level best to keep this work as informative and precise as possible.

It may also state here that during the preparation of this report some information has been taken from a gamut of professionally shared information and knowledge, a detailed description of which has been mentioned in the references chapter of this report.

Dated:

Signature:

Rishi Kumar Pal

MBA (Logistics & Supply Chain Management)

CoMES, UPES

## **ACKNOWLEDGEMENT**

*“It is not possible to prepare a project report without the assistance & Encouragement of other people. This one is certainly no exception.”*

On the exceptionally start of this report, I would like to expand my true & genuine commitment towards all the personages who have helped me in this try.

Without their dynamic direction, help, collaboration & support, I would not have made progress in the undertaking.

I am unutterably obligated to Mr. Aman Dua for scrupulous direction and consolation to fulfill this task.

I extend my appreciation to College of Management & Economic Studies, University of Petroleum & Energy Studies (UPES), Dehradun for issuing me this opportunity.

I additionally recognize with a profound sense of respect, my appreciation towards my guardians and individual from my family, who has constantly bolstered me ethically and monetarily.

Finally however not slightest appreciation goes to the majority of my companions who specifically or in a roundabout way helped me to finish this venture report.

Any omission in this brief acknowledgement does not mean lack of gratitude.

## **EXECUTIVE SUMMARY**

The intention of this report is to explain the actual practices of logistics and supply chain of Flipkart.

The report is basically of a Thesis **Project** and hence followed a descriptive mode of research methodology by acquiring information from primary and secondary sources.

First chapter of this report deals with the introduction of the E-commerce practices and types of E-Commerce.

Chapter 2 includes the history of the company, practice of outbound logistics in Flipkart, its distribution networks and its distribution process w.r.t the distribution channel and the strategy it adopted.

Next chapter tell about the operation of Flipkart Lucknow hub,

Last chapter include the potential Recommendations to the problem identified to increase the efficiency of hub operations and delivery process.

## Contents

Dissertation Report .....	1
Problem Definition.....	7
Business Problem.....	7
Research Problem.....	7
RESEARCH QUESTIONS .....	7
RESEARCH OBJECTIVE .....	8
RESEARCH METHODOLOGY.....	8
LITERATURE REVIEW:.....	9
Introduction .....	11
E-Commerce .....	11
History of E-Commerce .....	13
About Flipkart:.....	19
Competitors of Flipkart:.....	20
Flipkart Journey .....	21
Ordering and delivery process .....	22
Hub operations.....	23
Hub Operation Fow Diagram .....	26
Challenges In delivery operation .....	27
Recommendations:.....	30
Performance Report .....	32
References .....	34

## **Problem Definition**

The study focuses on the issues of Delivery operations of the Flipkart.

### **Business Problem**

- Loss due to wrong products from flipkart's market place seller.
- Reduction in customer satisfaction and rejection of product.
- Inedicate performance and quality of market place seller.

### **Research Problem**

- Inefficiency in logistical network.
- Factor affecting the performance and quality of market place seller.

## **RESEARCH QUESTIONS**

1. How the efficiency and performance of hub could be increased?
2. What are the measures for improving right time delivery and customer satisfaction?
3. What are the practices followed by Flipkart for the quality check?
4. What are the factors effecting the right product delivery?

## RESEARCH OBJECTIVE

- To identify issues in Hub operations and process in Flipkart delivery Hub and provide a solution for improvement and optimization of supply chain.

## RESEARCH METHODOLOGY

The Purpose is to present the research design that will be used to conduct **Descriptive Research** for this study.

Sources of Data	Primary, Secondary
Sampling plan	Convenient sampling
Sampling unit	Flipkart Delivery hub Lucknow
Method of data collection	Interview with industrial expert , observations, research papers and articles
Limitations	may not be possible to implement on every E-commerce industry



## LITERATURE REVIEW:

<b>Authors</b>	<b>Context</b>	<b>Inferences/ Parameters</b>
<b>Arun Sharma</b>	E-Commerce Challenges For Supply Chain In India	Comparison of Consumer Retail V/s e-Commerce Market size, E-commerce segments, local challenges for supply chain
<b>PWC india</b>	Evolution of e-commerce in India Creating the bricks behind the clicks	The implications of product choices on infrastructure Networks, The need to build infrastructure for increased agility
<b>Alka Raghunath &amp; Murli Dhar Panga (Medicaps Institute of Techno Management Indore)</b>	Problem and Prospects of E-Commerce	E-Commerce problem and prospects, factors influencing the distribution and forms of global E- commerce

<b>Authors</b>	<b>Context</b>	<b>Inferences/ Parameters</b>
<b>Debajyoti Mukhopadhyay, Sangeeta Mishra</b>	Strategic Issues For A Successful E-Commerce	B2B, B2C, JIT, EDI, ERP, direct marketing, internet marketing, relationship marketing
<b>Lhe Kha</b>	Critical success factor for B-C business	Impact of internet, reasons internet retailers face tough time, the integration of web into the core what the company does, convert a click stream into purchase
<b>Dr. wolfgang fritz</b>	Success factors of internet-based business model	Business model on the internet, success factors of pure click companies

## **Introduction**

### **E-Commerce**

There are numerous definitions for the idea of E-Commerce relying upon the point of view of the reporter. A few creators characterize E-Commerce as being not the same as E-Business; others see and characterize both ideas as same. When we take a gander at it from the point of view of separating both ideas, E-Commerce is acutely taken a gander at from the business viewpoint, in which there are qualities furthermore relating installments. This can however be depicted as money related exchanges which are intervened electronically in the middle of associations and partners alike. E-Commerce however can be taken a gander at from a more extensive point of view which incorporates distinctive manifestations of business dealings that may not regularly times include types of installments or from another viewpoint, past what may be for the most part allude to as trade in the genuine sense yet rather a wide range of exchanges which are interceded electronically either business or generally between an association and its exchanges with people and outsiders alike that its different dealings with them. This is however seen by a few creators as characterizing E-Business which makes E-Commerce a part of E-Business, while others see it as characterizing E-trade which perpetually makes it the same as E-Business which makes them utilize the two ideas reciprocally. With the end goal of this study on the other hand, beneath are a couple of meanings of E-Commerce as depicted by distinctive creators?

- "Electronic business is the imparting of business data, keeping up business connections and directing business exchanges by method for telecom systems". (Vladimir Zwass, 1996).
  
- "Electronic Commerce manages assistance of exchanges and offering of items and administrations online either by means of the web or some other information transfers system". (Jelassi and Enders 2005).

- "The utilization of electronic correspondence or and advanced data preparing innovation in business exchanges to make, change and rethink connections for quality creation between or among associations and in the middle of associations and people". (Emmanuel Lallana et al, 2000)
- In the World Trade Organization (WTO) Work Programme on Electronic Commerce (1998), E-Commerce is understood to “mean the production, distribution, marketing, sale or delivery of Goods and administrations by electronic means". A business exchange can be isolated into three primary stages: the publicizing and seeking stage, the requesting and installment stage and the conveyance stage.
- "The trading of data crosswise over gadgets systems at any stage in the production network, whether inside an association, in the middle of organizations and customers, or between people in general and private segment, whether paid or unpaid". (UK Government Cabinet office, 1999)

From an online point of view, E- Commerce makes conceivable an empowering air for items exchange, administrations and data through the web and different administrations that are accessible on the web. The definitions above however mirrors the a wide range of perspectives and viewpoints of E-business proposed by differed creators and analysts, are we need to accept they all have a point relying upon which viewpoint we see this from. However with the end goal of this examination work, E-Commerce will be taken a gander at from a point of view that includes exchanges that possibly either business or noncommercial furthermore if there is either a relating installment or generally subsequently making E-Commerce synonymous with E-Business. In the light of all the above, E-Commerce is about completely inte- 7 grinding the operations of an association in such a route, to the point that all its different outer exercises and its inward business techniques of innovative work, deals and advertising, assembling, fund and accounts, inbound and outbound logistics, HR administration utilizing data and correspondence innovation. (Jelassi & Enders 2005)

## History of E-Commerce

The primary E-Commerce in history goes back to 1886, when a broadcast administrator by name Richard Sears who in the wake of acquiring a shipment of watches that was declined by the nearby gem specialist, utilized the broadcast to offer the watches to kindred administrators and railroad representatives. In a matter of months, he had set aside enough cash to leave his place of employment to begin his own business which later got to be Sears, Roebuck and co. (Burns, 1863-1914). While the occasion portrayed above could be depicted as the first of what can ever be alluded to as E-Commerce ever, its purest structure as indicated by Vladimir Zwass (Editor-in-Chief of International Journal of Electronic Commerce) as of late can be followed to 1948 electronic transmission of messages amid the Berlin carrier. (FDU Magazine, 2000). The following phase of E-Commerce as indicated by Turban et al (2008) was the improvement of Electronic Data Interchange (EDI) which began in the 1960's in manifestation of agreeable endeavors at delivering a typical electronic information organizations between industry bunches. This arrangement were utilized just for buying, transportation and in intra-industry exchanges and it was not until the 1970's that work began on national Electronic Data Interchange (EDI) measures that inevitably made a stage for Electronic Funds Transfer (EFT). This was utilized by organizations to send business archives like buy requests, receipts furthermore to encourage online installment for business exchanges and additionally subsidizes exchange. This however was not without its own difficulties at initiation because of the way that there was no institutionalization and as being what is indicated, two organizations must have the same application programming or else, exchanges can't happen between them. Turban et al (2008) likewise included that the EDI was exceptionally costly and constrained to extremely rich worldwide companies who for their own advantage pressurized and now and again incentivized little suppliers to actualize it at high cost. This test of institutionalization was however surmounted with the presentation of ASC X12 standard in 1984, as a standard which 8 turned into a solid method for taking care of an extensive number of exchanges and EDI turned into a proficient framework for the exchange of data in the middle of associations and exchanging accomplices however, the execution cost for little organizations was still high. It was the coming

of web that really brought down the hindrance of E-Commerce for little organizations. As indicated by Turban et al (2008), one of the significant occasions in the 90's was the presentation of Asymmetrical Digital Subscriber Line (ADSL) administrations which served to expand web access speed by up to 50 times more the beginning level of 28.8 kilobits by an organization known as SBC Communications, this happened in May 1998, and this was utilized to serve more than 200 groups in the condition of California. This prompted expanded web utilization because of the higher transmission capacity which constantly made an environment for expanded business exercises on the web. Because of these improvements, PayPal dispatched pay administration; Google began its own variant of E-business operations, while Yahoo opened Yahoo store. Turban et al (2008) likewise went further, In December 1998, Amazon and AOL exploited the huge online Christmas shopping spree to produce deals in abundance of \$1 billion, which created heaps of waves and apprehension to disconnected from the net firms who did not grasp the gigantic open doors on online exchanges as this was and turned into a vital turning point ever Commerce. As time proceeded onward, the occasions of the 2000's still as opined aided in forming the historical backdrop of E-Commerce. Turban et al (2008) laid out further that in January 2000, AOL an online juggernaut converged with Time Warner to make an absolutely E-Commerce stage, which presented different measurements business exchanges and uncovered the possibilities of E-Commerce. In any case, in February of that year, the hacking of E-Commerce destinations of major online organizations like Amazon, Yahoo, and eBay in a progression of very much composed ambushes prompted loss of trust in working together online in view of the ascent in examination issues in online exchanges. In May nonetheless, things started to gaze upward as there year augmentation of ban on particular web charges, and in 2002, eBay gained PayPal, furthermore CSN stores began offering distinctive items through a few focused on area were extra measurement. In 2003, Apple dispatches iTunes store while the Can Spam act was gone into law by the American Congress. In 2004, PCI information card security standard was made by the Mastercard organization. In 2005, YouTube was propelled with a 2.0 rendition make a big appearance furthermore there was the arrival of Virtue Mart, which regardless of the 9 reality that it was an open wellspring of E-Commerce arrangement, it gives execution, great ease of use and security like some other expert programming. While a large portion of the notable occasions and improvements examined above are significant upsides ever Commerce, this segment won't be finished without likewise specifying the drawbacks. As

indicated by Turban et al (2008), noteworthy reference to dot.com blast time of 2000 and 2001, when very much a couple E-Commerce

organizations like WorldCom, Boo.com, startups.com, open.com and the preferences broken down and completely vanished from the online business space. However the positives of the occasions were that it helped rethink and reclassify the structure of online business for supportability. The learning and results of the occasions has frequently been utilized as contextual analyses as a part of business colleges on how not to run online organizations. However paying little respect to the occasions of the dot.com blast, as contends by Turban et al (2008), the monstrous possibilities natural in E-Commerce was perceived by business examiners as they made projections for development in income and benefits of E-Commerce for the future as additionally organizations who still honed the customary block and mortar method for working together like Wal-Mart and the preferences, were to start to have more vicinity on the web while they likewise still work their disconnected from the net organizations, along these lines conceiving a blended technique application which was a mix of online and logged off stores in other to have a business edge. Safe house recognized the numerous prospects serving an extensive variety of online worldwide shoppers electronically on E-Commerce stage; the conventional logged off organizations utilized the experience from variables that prompted E-Commerce organizations that were first movers and as being what is indicated, they found themselves able to assemble all around organized E-Commerce stages that made changes for the significant dangers and blunders which drove disappointment of before dot.com firms. Moreover, the authentic improvement of E-Commerce can't be thoroughly finish without making legitimate reference to acknowledgement and development, acknowledgement and advancement of phone keeping money in the 1980's, information mining and information warehousing in the 1990's, Visas, Automated Teller Machines(ATM), Enterprise Resource Planning(ERP), furthermore all the more as of late, advancements in Electronic Governance (eGovernance), furthermore eLearning, all of which now be referred to and by and large acknowledged as a component of E-Commerce.(Turban et al., 2008)

As indicated by Gebrezigabiher (2001), there are diverse manifestations of groupings that are utilized to gathering E-Commerce operations relying upon the parameters that is been utilized by the creator or pundit. Recorded underneath are a percentage of the groupings that are utilized:

- Classification by vender/purchaser. (Government, buyer, business, and so forth.)
- Classification by item or movement. (Web crawler, online business, and so forth.)
- Classification by wellsprings of income. (Publicizing incomes, charges from referrals, and so f
- Classification according to tasks. (Shopping, Investment, Banking etc.)
- Classification with technology. (Internet infrastructure, internet Application framework, etc.)

consumer to Consumer (C2C): This is a kind of E-Commerce exchange that is straightforwardly between people that is bereft of any human go-between; it utilizes a stage that serves as an invulnerable delegate. The stages are regularly utilized for deals and barters of online mastery furthermore online promotion of individual administrations. Illustrations of these destinations incorporates eBay, MSN.com, and other long range interpersonal communication site like Facebook, Twitter, My Space and so on fall into this classification.

Business to Consumer (B2C): This is a kind of E-Commerce exchange that includes organizations and customers in which the organizations offers straightforwardly to the customer. The stage for this sort of E-Commerce exchanges could be for exchange purposes or relationship and brand building, with the primary reason 11 changing buyer demeanor by getting more support for the items and administrations. Here the buyer has the capacity think about costs before settling on a purchasing choice furthermore the business can relate specifically with the shopper without the utilization of middle people. Offer of non-institutionalized items is likewise conceivable on this sort stage. Samples are compUSA.com, amazon.com, indiaballs.com among others. Multinational organizations like British Petroleum, Accenture are additionally included in B2C E-Commerce.



consumer to Business (C2B): This sort of E-Commerce exchanges can likewise be alluded to as interest accumulations, Turban et al (2008), portrays it to be a road where individual offers items and administrations through the web to different people and associations. It takes into account offering in which names their cost for the great and administrations accessible. Includes a circumstance where the client in light of his/her necessities makes an online post with a cost or if nothing else a set spending plan, and organizations makes offers in light of this, the client thus surveys the offers and makes determinations as fitting.

- Business to Business (B2B): This according to Turban et al (2008) is the largest form of E-Commerce transaction based on value as both the buyers and also the sellers are business organizations with the exemption of individual consumers from such transactions.

Gebrezigabihier (2001) stressed that the earlier forms of B2B was transacted using Electronic Data Interchange (EDI), which mainly involved manufacturers and wholesalers. Gebrezigabihier (2001) went further by positing that B2B is often relational driven and most times it involves the transaction of commodities and standardized products while pricing is mostly based on quantities ordered which makes it negotiable which makes its activities transactional and also relationship building. This helps in direct consumer interaction, building customer loyalty, savings in distribution as well as transaction cost.

Business-to-Business-to-Customer (B2B2C): Jelassi and Enders (2005) describe this type of E-Commerce transaction as where a business owner provides a product or service it receives from another business to its customer without adding any extra value on the product or service provided. In this type of transaction, the client acts as an intermediary. 12 • Business to Employee (B2E): This is mostly used by for organizations that that has quite a few mobile staff and/or also run a virtual office as information, goods and services are passed on to the employees through this medium.

**a.**Peer to Peer (P2P): This is a particular type of E-Commerce platform whereby individuals share computer resources without the use of a web server, however 13 there is need to install

software or download which will allow for electronic sharing of video, music and other digital files.

**b. M-Commerce:** This is otherwise called Mobile Commerce, because this type of E-Commerce transactions is done in a wireless environment through the use of a mobile device which is internet enabled, it allows parties involved in the transactions to be connected in a wireless business environment.

**c. Intra-Business E-Commerce:** This type of E-Commerce transactions includes all the internal activities within an organization which involves exchange of goods and services as well as information. It basically involves the use of the intranet to deliver online training, cost reduction activities etc.

**d. E-Learning:** This basically is a platform where online educational trainings are held by universities, business organizations as well as government agencies.

**e. Exchange to Exchange:** Here, buyers and sellers can connect and also link exchanges between them on the E-Commerce platform. E.g. the stock exchange.

**f. Collaborative Commerce:** This is a type of E-Commerce platform where individuals and groups meet online for the purpose of product designing or forecast or other purposes.

### **About Flipkart:**

It is an e-Commerce organization established in the year 2007, by Mr. Sachin Bansal and Binny Bansal both graduated class of the Indian Institute of Technology, Delhi. They had been working for Amazon.com beforehand. It works solely in India, where it is headquartered in Bangalore, Karnataka. It is enrolled in Singapore, and claimed by a Singapore based holding organization. Flipkart has propelled its own particular item go under the name "Digi Flip", Flipkart likewise as of late dispatched its own scope of individual health awareness and home machines under the brand "Citron". Amid its starting years, Flipkart concentrated just on books, and soon as it extended, it began offering different items like electronic merchandise, aeration and cooling systems, air coolers, stationery supplies and way of life items and ebooks. Legitimately, Flipkart is not an Indian organization since it is enrolled in Singapore and dominant part of its shareholders are outsiders. Since remote organizations are not permitted to do multi-brand e-retailing in India, Flipkart offers merchandise in India through an organization called WS Retail. Other outsider venders or organizations can likewise offer merchandise through the Flipkart stage. Flipkart now utilizes more than 15000 individuals. Flipkart permits installment techniques, for example, money down, credit or check card exchanges, net managing an account, e-blessing voucher and card swipe on conveyance. Flipkart is in the blink of an eye one of the biggest online retailers in India, exhibit crosswise over more than 14 item classes & with a compass in around 150 urban communities. Flipkart is right now a 10,000 part solid group, with 3000 venders on its stage and conveying 5 million shipments every month. Breaking administrations like Cash on Delivery (COD), 30 Day substitution Guarantee, EMI alternatives, Flipkart portable application and so on.

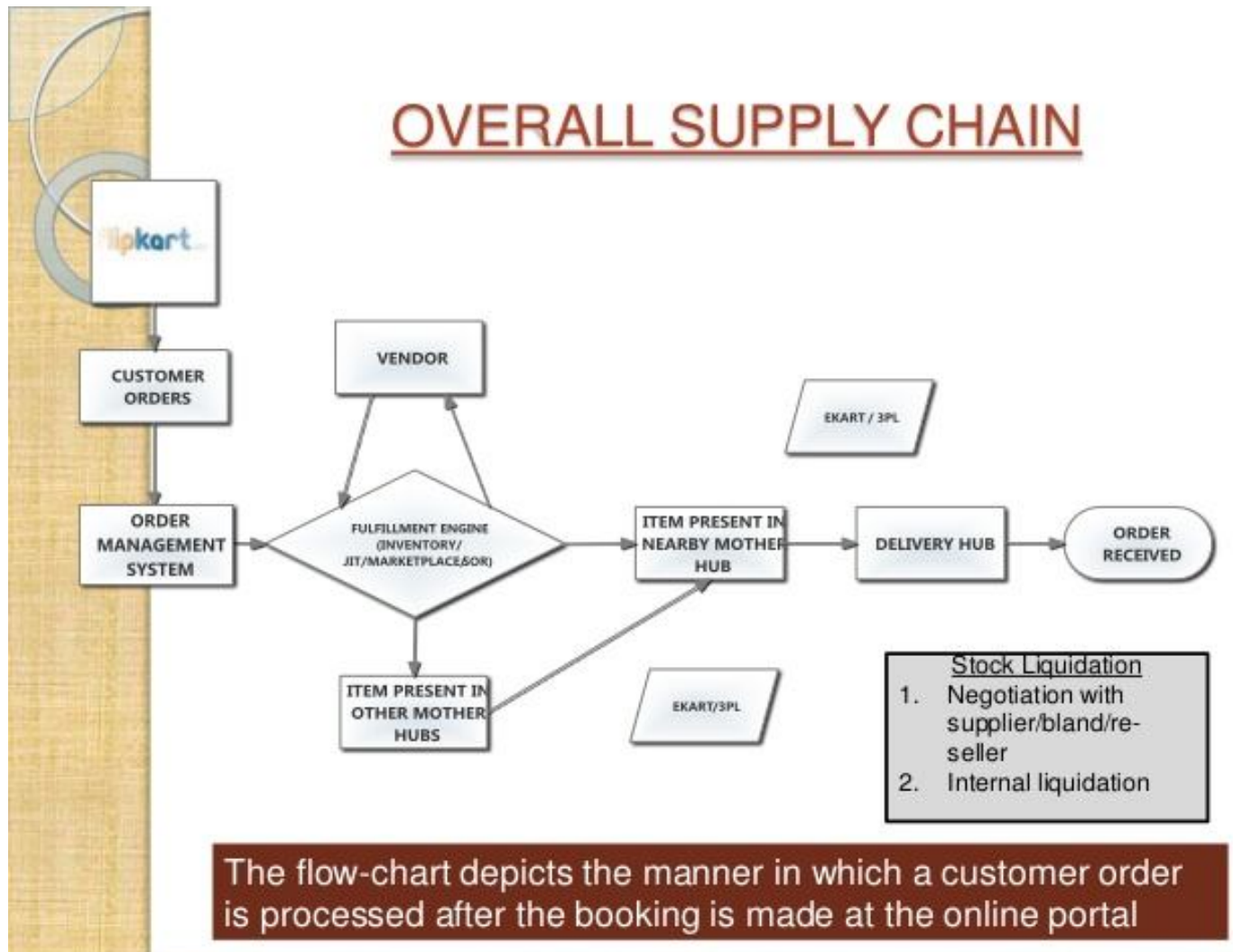
### **Competitors of Flipkart:**

- Snapdeal
- Amazon
- Infibeam.com
- Yebhi.com
- Futurebazaar.com
- Sulekha
- BuyThePrice

## Flipkart Journey



## Ordering and delivery process



## Hub operations

Welcome To Ekart Logistics - Mozilla Firefox

Conveyance P... UP FE wise Up... View Order -... Welcome To E... Welcome To E... Welcome To E... Welcome To E... Welcome To E...

https://console.nm.flipkart.com/fklogistics/

Gmail flo wsrc3929055257 CAS Central Login

Welcome to Ekart Logistics **TransportNagarHub\_LKO** 2015 Apr 16 17:23:25

Home Update Runsheets Reverse Pickup Shipping Download XLS Report Payments and Billing Shelf Control

Inbound Pending Received Sent (Not Received yet) Error Out For Delivery Delivered Today Dummy Hub Manager Task Screen

U 204 U U U

**PENDING**

MUST DELIVER TODAY	FORWARDS	RETURNS FROM CUSTOMER	RETURNS TO MOTHERHUB	PENDING
Priority (Paid) 0(0)	>2 days 128(117)	Replacement 32	RTO 55	<b>4.89%</b>
Priority (Delayed) 87(66)	2 days 167(143)	Pickup Only 253(199)	RVP 118	
	Yesterday 255(210)			
	Today 649(521)			

**CHECKLIST**

AMOUNT TO BE DEPOSITED(Rs.)	ACTIVE	UNATTEMPTED	PENDING SHIPMENT UPDATE
<b>.00</b>	Runsheet 77	<b>0.01%</b>	<b>255</b>
	PickupSheet 13		

2015-04-16 20:45 (Online) Active FEs: 54 Forward Pending : 991 O.F.D. : 208 NDD Count: 0 Delivered : 2906 Reverse Pending : 231 Refresh Detail

We Have Restarted The Server Please Refresh Your Browser.!

(c) Flipkart.com

Welcome To Ekart Logistics - Mozilla Firefox

Conveyance P... UP FE wise Up... View Order - ... Welcome To E... Welcome To E... Welcome To E... Welcome To E... Welcome To E...

https://console.nm.flipkart.com/fklogistics/

Gmail flo wsrc3929055257 CAS Central Login

Welcome To Ekart Logistics **TransportNagarHub\_LKO** 2015 Apr 16 17:23

Home Update Runsheets Reverse Pickup Shipping Download XLS Report Payments and Billing Shelf Control

Double Click To Track

Consignment Id	From	ETA	Total B...	Pending Bags	Total Shpm...	Priority Shpm...	Pending Shpm...	System Measur...	Date/Time of dis...	Elapsed Time	Receive Me	Print Mismatch ...	Print Manifest R...
18193093	MotherHub_JG	2015-04-06...	3	0	13	0	2	11.8	2015-04-04 22...	11day 22 hr	Receive Me	Print	Manifest
18201679	MotherHub_BHI	2015-04-09...	5	0	117	0	11	71.1	2015-04-07 23...	8day 21 hr	Receive Me	Print	Manifest
18201714	MotherHub_KNG	2015-04-08...	9	0	291	0	6	151	2015-04-07 23...	8day 21 hr	Receive Me	Print	Manifest
18202116	MotherHub_MJM	2015-04-09...	6	0	251	0	19	139	2015-04-08 03...	8day 17 hr	Receive Me	Print	Manifest
18203274	MotherHub_SML	2015-04-09...	45	0	1279	0	2	745	2015-04-08 14...	8day 6 hr	Receive Me	Print	Manifest
18205003	MotherHub_BLP		1	1	1	0	1	0.5	2015-04-09 01...	7day 19 hr	Receive Me	Print	Manifest
18211762	MotherHub_RAN	2015-04-12...	31	0	560	0	1	438	2015-04-11 10...	5day 10 hr	Receive Me	Print	Manifest
18212279	MotherHub_SML	2015-04-12...	35	0	1111	0	1	614	2015-04-11 13...	5day 7 hr	Receive Me	Print	Manifest
18215416	MotherHub_RAN	2015-04-13...	27	0	341	0	1	266	2015-04-12 17...	4day 3 hr	Receive Me	Print	Manifest
18217133	MotherHub_RAN	2015-04-14...	25	0	435	0	1	326	2015-04-13 10...	5day 10 hr	Receive Me	Print	Manifest
18218281	MotherHub_GZB	2015-04-17...	2	2	53	0	53	26.6	2015-04-13 17...	3day 3 hr	Receive Me	Click Me To Receive Consignment	
18220204	MotherHub_RAN	2015-04-15...	40	0	577	0	1	467	2015-04-14 10...	2day 10 hr	Receive Me	Print	Manifest
18221120	MotherHub_GZB	2015-04-18...	1	1	27	0	27	10.7	2015-04-14 17...	2day 3 hr	Receive Me	Print	Manifest

2015-04-16 20:45 (Online) Active FES: 54 Forward Pending : 991 O.F.D.: 208 NDD Count: 0 Delivered : 2906 Reverse Pending : 231 Refresh Detail

We Have Restarted The Server Please Refresh Your Browser..!

Run sheet creation



Welcome To Ekart Logistics - Mozilla Firefox

Conveyance P... UP FE wise Up... View Order -... Welcome To E... Welcome To E... Welcome To E... Welcome To E... Welcome To E...

https://console.nm.flipkart.com/fklogistics/

Gmail flo wsrc3929055257 CAS Central Login

Welcome To Ekart Logistics **TransportNagarHub\_LKO** 2015 Apr 16 17:23:25

WSRP0976346226 Track

Home Update Runsheets Reverse Pickup Shipping Download XLS Report Payments and Billing Shelf Control

Inbound Pending Received Sent (Not Received yet) Error Out For Delivery

Please choose any other tab. This is to prevent loading data automatically

**Create Runsheet**

Select Executive: MD. NASEEM\_501890

Select Vehicle: Select Vehicle: ▾

Select POS Device: No POS devices found for the hub ▾

Shipment 1:

Shipment 2:

Shipment 3:

Shipment 4:

Shipment 5:

Shipment 6:

Shipment 7:

Shipment 8:

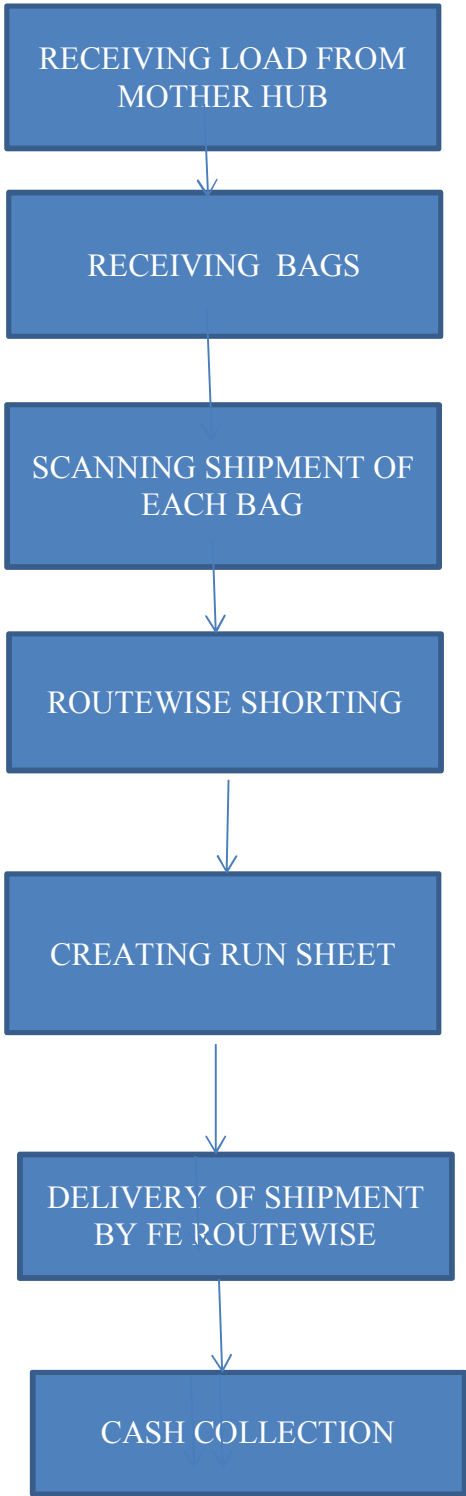
Shipment 9:

2015-04-16 20:45 (Online) Active FEs: 54 Forward Pending : 991 O.F.D. : 208 NDD Count: 0 Delivered : 2906 Reverse Pending : 231 Refresh Detail

We Have Restarted The Server Please Refresh Your Browser.!

(c) Flipkart.com

**Hub Operation Fow Diagram**



## **Challenges In delivery operation**

**1-Timely delivery:** - open load should be dispatch timely in the morning so that the field Executive could deliver the shipment timely on the same day at customer's door step.

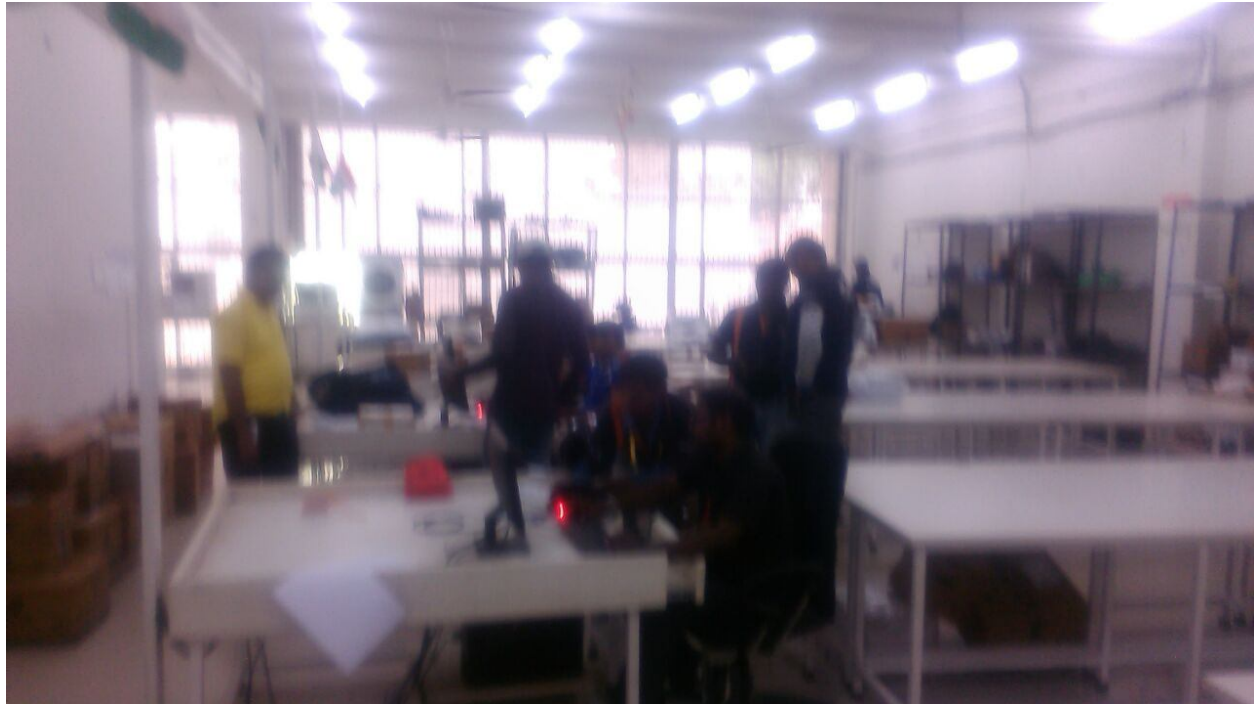
**2- Behavior of FE:** - we should proper train to the FE for the delivery so that FE will not Misbehave to the customer.

**3- Rude Customer:** - Most of the time customer is also wrong and abuse to the FE and escalate the issue on Facebook or to social media sites, ultimately it's down the image of company as Well as its services.

**4- Managing field Executives and hub operation:** - This job is very challenging to managing man power inside the hub for the right deliver operation, Resolving issues regarding FE Conveyance, Wrong product delivery theft cases etc.

**5- Theft inside Hub:** - It's the biggest challenge to stop theft cases inside hub during the morning Hour of delivery operations, as approximately 170 employees inside 3500 sq. feet hub with approximately 6000 shipment a day.

**6- Inappropriate IT system and supply chain:** As lack of proper tracking systems, software Response time and working time is high.as the internet and ERP functioning is very slow.





### **Recommendations:**

- **Hub Layout:-**

- The design of hub should be standardized so that the each route shipment can be easily find out it will save time to segregate and will increase the productivity of the hub.
- There should be space and bags for different types of shipment like RTO, RVP, Pending's so that shipment can be easily find out and it will also reduce the loss of shipment from the hub.

### **Quaity check:-**

- There should be quality check on wsr( WS Retail) product as well as fmpc (fipkart Market place) product. As seen during the operations and customer complained that customer is receiving the wrong product and damaged product due to lack of Proper quality check.
- There should be a team for the quality check on market place product as of now Market place seller packed the product and flipkart just picup the packed product without any checking what is seller packed inside the packet.

### **Calling to customer before delivery:-**

- There should be calling to each customer regarding shipment delivery to Confirm either customer is available to the address and in the position to take The delivery. It will reduce the cost to the company and will increase the Customer satisfaction.

### **Motivation to Employee:-**

- There should be some offers provided to the employee so that they can be motivated and can work happily.
- Bonus should be provided to the employee in the festival so that the employee can feel happy.

**Interaction with customer:-**

- Upper management should go for deliver once in a month so that they can understand the customer view and problems during delivery and for a field executive it will be a motivation.

**Training to Employee and Field executive:-**

- There should be training program should be organized for each employee so that they can satisfy customer with their service.

## Performance Report

	1st Load Received Time	OFD Time	No of Bags	No Of Shipment Received first Load	2nd Load Received Time	OFD Time	No of Bags	No Of Shipment Received Second Load	Rem
<b>Lucknow</b>	<b>07:00</b>	<b>05:05</b>	<b>137</b>	<b>3421</b>					
<b>Kanpur</b>									
<b>Allahabad</b>									
<b>Varanasi</b>									
<b>Date</b>	<b>16/04/15</b>	<b>Kanpur</b>	<b>Allahabad</b>	<b>Varanasi</b>					
<b>Previous Day Pending Received</b>	1034								
<b>Delivered</b>	3923								
<b>RTO</b>	315								
<b>Pickup Done (RVP)</b>	290								
<b>Forwarded To Other Hubs</b>									
<b>Pending EOD</b>	1070								
<b>Security Instability</b>									
<b>FE CALLED</b>	99								
<b>FE Total</b>	145								
<b>Number Of Van Used</b>	7								
<b>Delivered By Van</b>	431								
<b>Delivered By FE</b>	2639								
<b>Total</b>	<b>4455</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Pending %</b>	<b>24%</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>



FE Name	FHRID	Mobile No	COP	BYOD	11 Mar 15				12 Mar 15		
					OFD	PENDING	DELIVERED	Remark	OFD	PENDING	DELIVERED
Jay kishan	567993	7565001762	N/A		33	4	29		0	0	
Jitendra Kumar Singh	509272	8795832917	N/A		56	4	52		36	8	
jitendra kumar	556342	7565001717	N/A		0	0	0	C/O	0	0	
Jogendra singh	522103	7705804278	Yes		28	8	20		26	4	
Kamlesh pathak	556346	7565001735	Yes		0	0	0	C/O	18	6	
KUNAL SINGH	512105	8795832916	Yes		23	4	19		17	7	
Khub Chand Pun (Back Office)	53761	9554964854	Yes		0	0	0	back office	0	0	
kuldeep prakash	567994	N/A	N/A		0	0	0	L	0	0	
Lallan Kumar	527653	7705804272	Yes		5	1	4		11	0	
Lokesh Garg	517748	7705804236	Yes		54	10	44		0	0	
LoveKush Maurya	524221	9044436199	Yes		0	0	0	C/O	61	5	
Manish Kumar	518267	7705804253	Yes		32	2	30		31	4	
Manish Kumar Dixit	517759	9554964865	Yes		0	0	0	C/O	45	8	
Manish Kumar Pal	524406	7705804277	Yes		0	0	0	C/O	35	6	

### **References**

Turban, E., King, D., Mckay, J., Marshall, P., Lee, J., Viehland, D., (2008), *Electronic Commerce: A managerial Perspective*. New Jersey: Prentice Hall.

Vadapalli A. & Ramamurthy K., (1998) 'Business use of the internet: An analytical framework and explanatory study of International Electronics Commerce', 2: 71-94.

Weisman J. (2000) 'The making of E-Commerce: 10 Key Moment Part II'. [Online]. Available at: <http://www.ecommercetimes.com/story/4097.html> (Accessed 30 March 2013).