

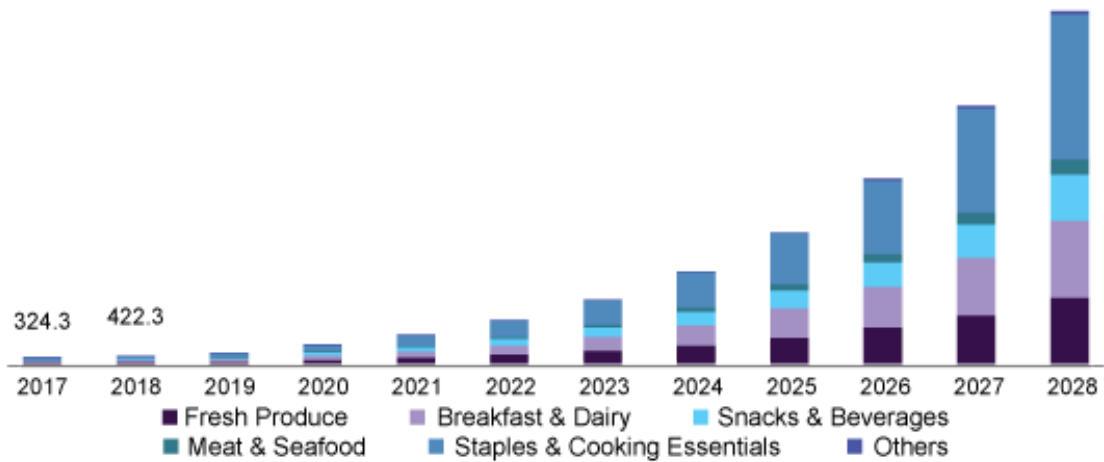
# End Course Summative Assignment-Product Dissection

## Product's Business Market:

The India online grocery market size was valued at USD 2.9 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 37.1% from 2021 to 2028. The market has gained immense traction over the past months on account of the changing lifestyle of the consumers, growing urbanization, and the tech-savvy generation who prefers buying products online. With the growth in disposable incomes and busier lifestyles, people are increasingly seeking out customizable and convenient online platforms for grocery shopping instead of walking down to the neighborhood vendors. The preference for online delivery of grocery products became more visible following the COVID-19 outbreak. With the social distancing standards, consumers are turning their focus to online grocery shopping, which is not only convenient but is a safer option.

The Indian ecommerce market is one of the biggest in the world. And why does that matter? Because, as per Statista, the Indian eCommerce market will be having 1,090 million users by 2027 against the global count of 5,290 million.

## South India online grocery market size, by product type, 2017 - 2028 (USD Million)



Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)

## Product Dissection for ZEPTO

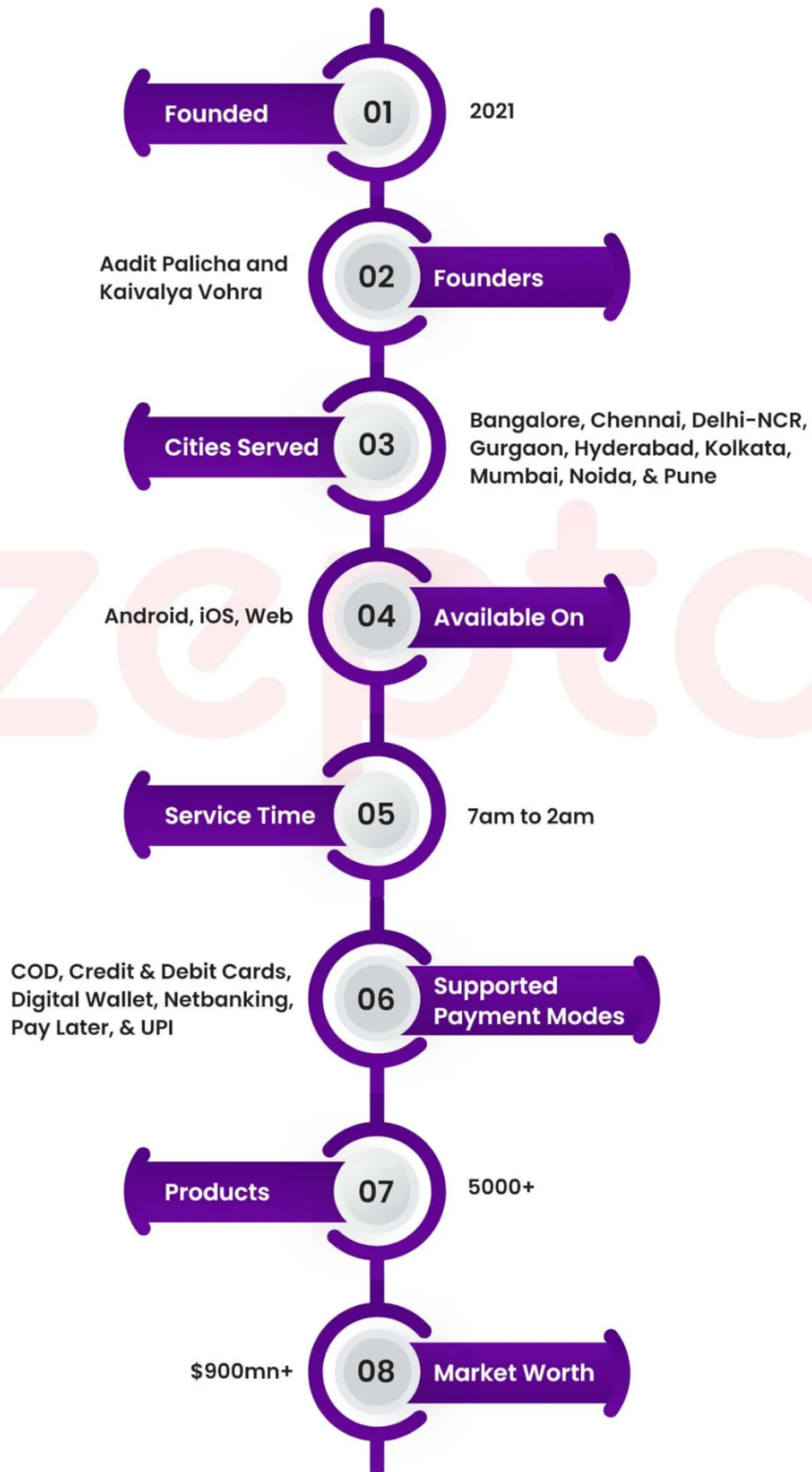
zepto

## **Company Overview:**

Zepto is an online instant grocery delivery service that guarantees to deliver products within 10 minutes. Yes, we know, it's something that every grocery delivery service wants you to believe, but this is actually happening in the case of Zepto. Although, in certain locations, the delivery time can be as much as 25 minutes, which is still faster than what its competitors offer.

Zepto was founded by two young and ambitious Stanford students – Kaivalya Vohra and Aadit Palicha – in 2021 to meet the increasing demand for fast contactless delivery of grocery items during the COVID pandemic.

## Zepto Basics



## Business Model And Revenue Model

Zepto delivers groceries in ten minutes through a system of dark storefronts and mini-warehouses on 90% of orders. It's operates in the Quick Commerce segment of India. It is designed to be customer-centric and is built around an instant service model.

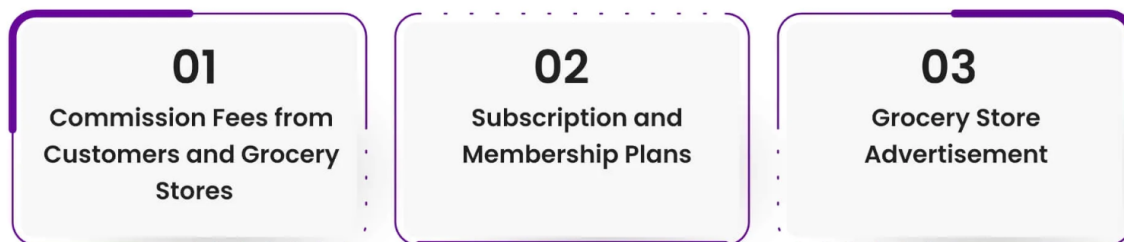
90% of Zepto orders are delivered through dark storefronts and mini-warehouses. The company operates in the Quick segment in India. App is designed customer-centric and the model is developed on the immediate service model.

To confirm the flow in delivery, Aadit says, Zipto's average delivery is 8 minutes 47 seconds.

Dark storefronts are mini-warehouses of Localists, where zepto employe received, packed and deliver orders to online shoppers.

Location intelligence and geographic data, such as topography, population, road patterns, traffic dynamics, weather, last mile supply availability, real estate prices, and so on, is said to help Zepto optimize its network.

### How **Zepto** Generates Revenue?



### Product Dissection and Real-World Problems Solved by ZEPTO:

Zepto, a prominent player in the on-demand delivery industry, has emerged as a revolutionary solution to address several real-world challenges associated with modern urban living. With a focus on enhancing convenience, Zepto empowers users to simplify their lives by offering swift and reliable delivery services, bridging the gap between busy lifestyles and seamless access to essential goods and services.

Zepto's primary innovation lies in its ability to ensure efficient and timely deliveries Which is only 10 Minutes!!! . In an era where time is of the essence, Zepto addresses the challenge of balancing busy schedules by providing a quick and reliable means to receive goods. Whether it's groceries, restaurant meals, pharmaceuticals, or everyday essentials, Zepto allows users to order with confidence, knowing that their items will arrive promptly, reducing the stress of managing errands.

In conclusion, Zepto Delivery has successfully dissected and addressed real-world challenges associated with urban living by providing a platform that prioritizes convenience, safety, variety, and sustainability. Through its innovative approach to on-demand delivery, Zepto has become a practical solution that simplifies the lives of its users, adapting to the evolving needs of modern society.

## **Case Study: Real-World Problems and Zepto Delivery's Innovative Solutions**

Zepto Delivery, a prominent player in the on-demand delivery industry, has transformed the way we access essential goods and services while effectively addressing pressing real-world challenges. Through a keen understanding of user needs and leveraging technology, Zepto has established itself as a solution-oriented platform that simplifies urban living, promotes convenience, and contributes to a safer and more sustainable world.

### **Problem 1: No Grocery Delivery**

#### **Real-World Challenge:**

**Before the advent of online grocery delivery, procuring groceries was marked by significant challenges. Consumers faced time constraints, traffic congestion during commutes to physical stores, limited product selection, unpredictable weather conditions, and parking difficulties.**

**Zepto's Solution:**

In response to these challenges, Zepto Delivery introduced a transformative solution. Zepto's online grocery delivery service offers convenience, time savings, freedom from traffic, a wide product range, and weather-proof shopping. Users can now simplify their lives by avoiding the hassles of traditional grocery shopping.

**Problem 2: Accessibility of Groceries****Real-World Challenge:**

In the past, the availability of groceries presented a significant real-world challenge. Consumers often encountered limited access to a comprehensive selection of groceries, which could be especially problematic for those living in remote areas or without easy access to well-stocked stores.

**Zepto's Solution:**

Zepto Delivery's innovative solution effectively addresses the challenge of grocery accessibility. Through its online grocery delivery service, Zepto ensures that users have convenient access to a wide variety of groceries, regardless of their location. This solution bridges the gap, offering a practical remedy to the historical challenge of limited grocery accessibility.

**Problem 3: Timely Deliveries****Real-World Challenge:**

In today's fast-paced world, people often struggle to balance their busy schedules with the need for prompt and reliable delivery of essential goods. Delays or inefficiencies in delivery services can lead to stress and inconvenience for consumers.

**Zepto's Solution:**

Recognizing the vital need for punctual grocery deliveries in the fast-paced urban environment, Zepto Delivery has devised a targeted solution. The company has implemented a highly efficient, on-demand grocery delivery service that prioritizes speed and dependability. Regardless of your grocery list, Zepto's unwavering dedication

to timeliness and consistency ensures that your essentials arrive promptly at your doorstep. By directly addressing the challenge of ensuring timely grocery deliveries

## **Conclusion:**

Zepto Delivery's evolution in the on-demand delivery industry exemplifies its remarkable capacity to recognize real-world problems and devise inventive solutions. With a relentless focus on simplifying urban living, enhancing convenience, and contributing to sustainability, Zepto Delivery has effectively addressed the challenges associated with modern, fast-paced lifestyles. This case study underscores how Zepto's commitment to user satisfaction, combined with innovative approaches, has positioned it as a pivotal player in the delivery landscape, significantly transforming the way we access essential goods and services, and ultimately simplifying our daily lives.

## **Top Features of Zepto:**

### **User Registration and Profile Management:**

- Allow users to create accounts, sign in, and manage their profiles.
- Enable profile customization, including adding delivery addresses and contact information.

### **Search and Browsing:**

- Implement a robust search feature to help users find products or services they want to order.
- Provide browsing options with categories, filters, and sorting capabilities.

### **Product or Service Listings:**

- Display detailed information about products or services, including descriptions, images, prices, and reviews.
- Include options for customization (e.g., toppings for food delivery).

### **Shopping Cart and Order Management:**

- Allow users to add items to a shopping cart for review and ordering.



- Enable order modification and removal of items from the cart.
- Provide order history and tracking features.

#### **Secure Payment Processing:**

- Integrate multiple payment options (credit/debit cards, mobile wallets, cash on delivery).
- Ensure secure and encrypted payment processing to protect user data.

#### **Real-Time Tracking:**

- Offer real-time order tracking with GPS integration.
- Notify users about the status of their orders, from preparation to delivery.

#### **Push Notifications:**

- Send push notifications for order updates, promotions, and discounts.
- Enable in-app messaging for customer support.

### **Schema Description:**

These entities represent the fundamental aspects of the Zepto Delivery app's schema, including users, orders, items, stores, delivery personnel, payment transactions, delivery history, and customer reviews.

#### **Entities in Zepto Delivery Schema:**

##### **1. Users:**

- UserID (Unique identifier)
- First Name
- Last Name
- Email Address
- Phone Number
- Delivery Address
- Payment Information

##### **2. Orders:**

- OrderID (Unique identifier)
- UserID (Foreign key)
- Delivery Address
- Order Date and Time
- Order Status (e.g., Processing, Shipped, Delivered)
- Payment Status (e.g., Paid, Pending)
- Total Amount

### **3. Items:**

- ItemID (Unique identifier)
- Item Name
- Description
- Price
- Category (e.g., Groceries, Meals, Pharmaceuticals)
- Quantity

### **4. Stores:**

- StoreID (Unique identifier)
- Store Name
- Location
- Operating Hours
- Contact Information

### **5. Delivery Personnel:**

- DeliveryPersonID (Unique identifier)
- First Name
- Last Name
- Vehicle Information (if applicable)
- Contact Information

## **6. Payment Transactions:**

- TransactionID (Unique identifier)
- UserID (Foreign key)
- OrderID (Foreign key)
- Transaction Date and Time
- Payment Method (e.g., Credit Card, PayPal)
- Amount

## **7. Delivery History:**

- DeliveryHistoryID (Unique identifier)
- OrderID (Foreign key)
- DeliveryPersonID (Foreign key)
- Delivery Date and Time
- Status (e.g., Delivered, In Transit)

## **8. Ratings and Reviews:**

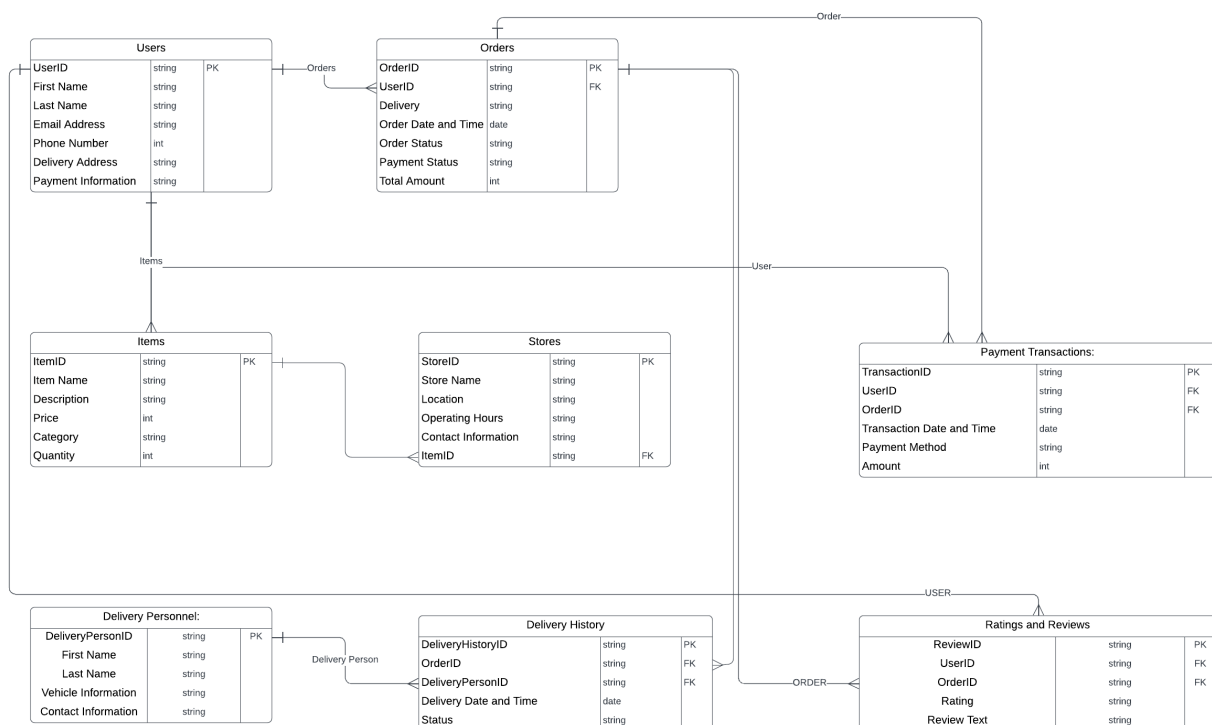
- ReviewID (Unique identifier)
- UserID (Foreign key)
- OrderID (Foreign key)
- Rating (e.g., 1-5 stars)
- Review Text

## **Relationships are:**

- **Users orders Items**
- **Users gives reviews**
- **Users do payments**
- **Stores package the orders**
- **Orders delivered by the Delivery agent**

## ER Diagram:

Let's construct an ER diagram that vividly portrays the relationships and attributes of the entities within the Zepto schema. This ER diagram will serve as a visual representation, shedding light on the pivotal components of Zepto's data model. By employing this diagram, you'll gain a clearer grasp of the intricate interactions and connections that define the platform's dynamics.



## Conclusion :

In this case study, we have explored the schema and Entity-Relationship diagram for Zepto Delivery, a groundbreaking platform in the on-demand delivery industry. Zepto has redefined convenience by offering efficient and reliable delivery services, addressing real-world challenges associated with modern urban living. The schema comprises entities such as users, orders, items, stores, delivery personnel, payment

transactions, delivery history, and ratings and reviews. Understanding this schema provides valuable insights into how Zepto seamlessly manages the complexities of delivering essential goods and services while simplifying the lives of its users. Zepto's innovative approach positions it as a leader in the delivery landscape, contributing to enhanced convenience and accessibility in today's fast-paced world.