

BUSINESS CASE STUDY

ZEPTO

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ABOUT ZEPTO

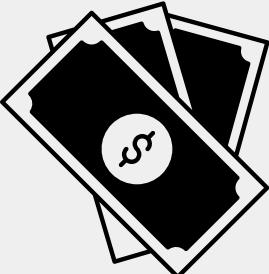
QUICK COMMERCE



Zepto is a quick commerce app, delivering online groceries, fruits, vegetables, personal care, electronics & much more to you in just minutes.



Business Model: e-commerce, B2C
Launch date: 2021
Employees: 5001-10000 people



Revenue: Commission-based model.
This model allows the company to maintain a steady stream of income while providing a valuable service to its customers.

zepto ⚡



MARKET POSITION

Competitors

Personal shoppers

Combined funding \$ 35.3B

 Instacart	 Wolt	 Uber
 Buymie	 DoorDash	 Rappi
 Lola Market	 Everli	 Gojek
 Just Eat Tak...	 Zomato	 iFood
 Bolt	 Deliveroo	 Postmates
 Glovo	 Hugo	 Cornershop
 Shopper	 Foxtrot	 Farmstead
 Local Heroes	 YourGrocer	 Lusaka Groc...
 InstaShop	 Nana	 Zakaz
 LastMile	 Snappy Sho...	 Shipt
 HappyFresh	 Save Time	 Getfaster
 Dunzo		

Recent News

DST Global Invests in Zepto

Jun 2024 by via gadgetonus.com

Zepto raises \$665M at \$3.6B valuation

Jun 2024 by via Economic Times of India - Tech

Zepto raises \$665 million in second funding round in a year

Jun 2024 by via marketscreener.com

Zepto Raises \$665M, Valued at \$3.6B

Jun 2024 by via inc42

Zepto, a 10-minute delivery app, raises \$665M at \$3.6B valuation | TechCrunch

Jun 2024 by via TechCrunch

REVENUE

Zepto has experienced exponential increase in their revenue over the last 3 years indicating correct policies of the company leading to growth and development.

Rs 143 crore

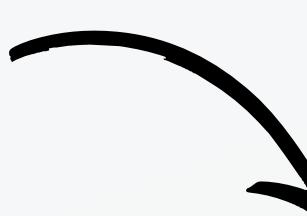
FY 22

Rs 2,000 crore

FY 23

Rs 10,000 crore

FY24



TECHNOLOGY USED

Google Drive

Microsoft

Java Script



Atlassian confluence Cloud

Confluence is a web-based corporate wiki developed by Australian software company Atlassian.



- Speed and Efficiency
- User-Friendly Technology
- Strong Brand Recognition
- Strategic Partnerships

STRENGTHS

- High Operational Costs
- Scalability Challenges
- Dependence on Technology
- Customer Retention

WEAKNESS

- Market Expansion
- Product Diversification
- Technological Advancements
- Sustainability Initiatives

OPPORTUNITY

- Intense Competition
- Regulatory Challenges
- Economic Fluctuations
- Supply Chain Disruptions

THREAT

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CUSTOMER FEEDBACKS



- "Incredible Delivery Speed!"
- "Convenient and Reliable Service"
- "User-Friendly App Experience"
- "Great Customer Service"

POSITIVE



- "Delivery Delays and Issues"
- "Quality of Products Below Expectations"
- "App Glitches and Technical Problems"
- "Higher Prices Compared to Local Stores"

NEGATIVE



- "Stock Availability Concerns"
- "Confusing Promotions and Discounts"

MIXED

RECOMMENDATIONS

- 01** REDUCE OPERATIONAL COSTS
- 02** REDUCE PRICES TO ACCOMADATE ALL CUSTOMERS
- 03** BRING DIFFERENTITAION STRAGTEGIES IN ORDER TO BEAT COMPETITION
- 04** IMPROVE CYBER SECURITY SINCE IT IS AN E-COMMERCE
- 05** EXPAND TO FURTHER SERVICES
- 06** INCREASE DIGITAL MARKETING THROUGH INFLUENCER COLLABORATIONS
- 07** KEEP TRACK OF REGULATORY CHANGES AND ECONOMIC FLUCTIONS MORE

**THANK
YOU**

