

THE KING OF ONLINE FURNITURE -PEPPERFRY (pepperfry.com)

UPS AND DOWNS OF PEPPERFRY

Pepperfry is an Indian online market place for furniture and home decor. With a short span of time, their products had been making a profit margin of 35–50 per cent, resulting in a turnover of ₹10 billion³ in 2015. Now, encouraged to opt various strategies and campaigns to increase their sales growth and wish to capture more percent of India's total market share.

Challenges and difficulties faced by Pepperfry

1. To safeguarding the highest- quality of interest of customers, products need to be speedy and damage – free home – delivery of expensive products and combatting copycats at the hyperlocal level.
2. Online security and confidentiality issues during financial transactions were particular concern in India, which left consumers wary of making purchases through website.
3. Monitoring each stage of product development. However, poor last-mile connectivity as a result of missing links in the supply chain infrastructure became barriers to Pepperfry.
4. Creating own delivery network or expert third-party logistics partners for safe and fast delivery.

Several market strategies / campaigns and initiative to attract customers.

1. Excellent pictures and video quality so that the furniture feel and look real on screen during online space.
2. Introducing various “studio pepperfry” centres- ONLINE TO OFFLINE mode for customer to experience and understand the various ranges and designs and textures of furniture.
3. Offering advice on interior design and furniture choices by hiring expert people for better communication.
4. 360 degree integrated campaign “Stop suffering and leave the hard work to us” Don't compromise, get the furniture you need on Pepperfry.com.” By showing negatives of homemade furniture, including noise and dust from the sawing and drilling, the physical inconvenience of having to move furniture, time and budget overruns, and eventual design and functional flaws. Pepperfry offered itself as the better alternative that not only negated all the inconveniences of homemade furniture but also offered the seamless, hassle-free, and flawless option that customers should choose instead.
5. The “Pepperfry Furniture Lounges” promoted its brand proposition, “Happy Furniture to You.” to give customers a feel of its furniture quality and have them become familiarized with the brand and to attract customers.

6 Unique method Ps” of the marketing mix: people, price, product, place, physical evidence, process, and promotion.

7. Virtual reality tours of its studios , “experience and design inspiration centres” to feel like real shopping environment without having to visit to a physical store. Eco-friendly ,less costly and opportunity to reach out to more customers.

8. Inventing its own hub -and -spoke “large -item distribution model” by providing the home delivery of bulky items.

Various steps to leverage the customers experience during the purchase process

1.Refunds and return – to reduce post purchase anxiety and to build trust with your customers.

2. Product satisfaction feedback- let the customer know that you value them , and their opinion matters.

3. Reward loyalty - those who is loyal to company and being a membership members provide them with bonus and gifts.

4. Product recommendations - show them wide range of product with prices so that can differentiate the product with prices and styles.

Win your competitors customers – In this competition world

1. PROMOTE YOUR UNIQUE SELLING POINTS - such as prices, delivery time , product availability, convenience ,quality or customer services. Ensure to clear their mind why they should switch to your brand.

2. INVEST IN DIGITAL MARKETING -use of social media to promote their product by posting content that’s useful ,relevant ,and shareable .

3. ENCOURAGE BRAND ADVOCATES - personal recommendation from a friend ,family members ,or colleague can have a profound impact on customers.

4. IDENTIFY GAPS IN THE MARKET - try asking or make short survey asking customers to share their views .

5. SOCIAL RESPONSIBILITY AND WELFARE- boost employee morale in the workplace and lead to greater productivity . Special programs to designed to cover the costs of food , housing , healthcare , childcare etc.

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HUMAN RESOURCE MINOR PROJECT 2022