Blinkit Store Launch Staffing and Delivery Assessment

A COMPREHENSIVE ANALYSIS OF WORKFORCE REQUIREMENTS FOR STORE AND DELIVERY MANAGEMENT

Summary of Findings

60 delivery partners are estimated to be needed to fulfill 2000 orders daily.

13 in store workers required to pick and pack the orders, based on an average of 5 items per order.

Assumptions based on average delivery time, picking speed, and packing time:

Operating Hours: 18 hours/day.

Orders per Day: 2000.

Average Items per Order: 5.

Store Size: 2000 square feet.

Delivery Assignment: Orders are assigned to delivery partners only when they are physically present in the store.

Delivery Partners Estimation

Factors to Consider:

- **Average Delivery Time**: This will depend on the city's traffic and the average distance between the store and customers.
- **Time Spent per Order at the Store**: The time a delivery partner spends waiting at the store, receiving the order, and leaving.
- **Delivery Efficiency**: Some delivery partners may complete multiple orders per trip depending on proximity.

Calculation Steps:

- **Total Operating Time per Day**:

Since the store operates for 18 hours, there are **18×60=1080 minutes** of operating time.

- **Average Delivery Time per Order**:

Estimate delivery time per order (let's assume **30 minutes** on average, including picking up the order from the store, traveling, delivering, and returning).

- **Maximum Orders per Delivery Partner per Day**:

If a delivery partner can complete one delivery every 30 minutes, they can complete:

Orders per Delivery Partner per Day =**1080/30 = 36 orders/day**

- **Total Delivery Partners Needed**:

For 2000 orders per day:

Total Delivery Partners = **2000/36 ≈ 56 delivery partners**

****Considerations**: Depending on factors like peak hours, multiple deliveries, and the time delivery partners spend at store, the number may vary slightly.

In Store Workers Estimation

Factors to Consider:

- **Picking Speed**: The number of items a worker can pick per minute.
- **Packing Time**: Time taken to pack an order.
- **Efficiency and Coordination**: Overlap of workers during peak hours, breaks, and shift changes.

Calculation Steps:

- **Total Items to be Picked per Day**:

2000 orders/day × 5 items/order = **10,000 items/day**

- **Picking Time per Item**:

Assume it takes **10 seconds to pick one item**. Hence, one worker can pick:

Items per Worker per Minute = 60/10 = **6 items/minute**

- **Total Picking Time for 10,000 Items**:

10,000/6 = **1667 minutes**

- **Packing Time**:

Let's assume it takes **2 minutes to pack each order**. Total packing time is:

2000 orders × 2= **4000 minutes**

- **Total Worker Hours Needed**:

Add the total picking and packing times, and then divide by the operating hours:

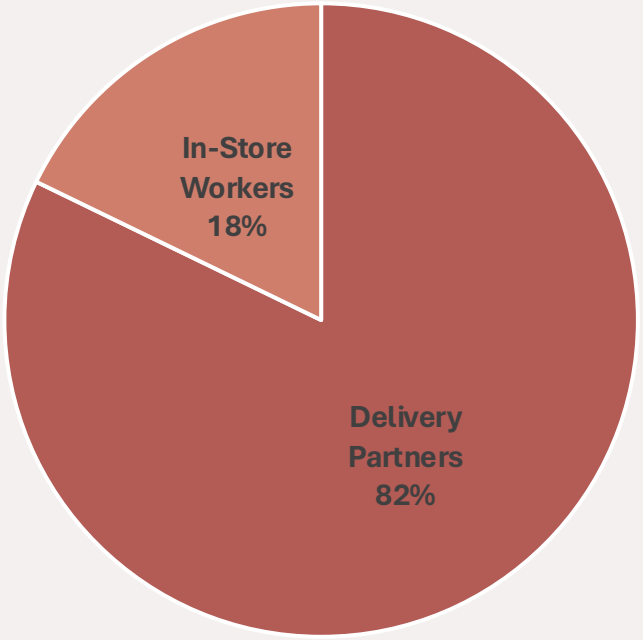
(1667 minutes + 4000 minutes)/60 minutes/hour = **94.45 hours/day**

- **Total Workers Needed**:

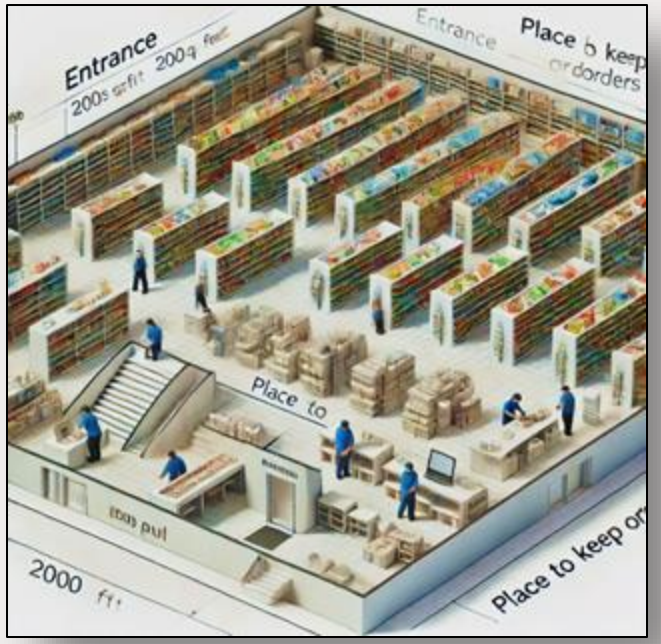
Assuming each worker works 8 hours/day, the number of workers required:

94.45/8 ≈ **12 workers**

WORKFORCE DISTRIBUTION



SAMPLE STORE LAYOUT



THANK YOU!

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