

:: Case study of Deal Share ::

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1.62-billion-dollar company (February 2022).

5th Unicorn company of 2022.

Social E-commerce Company .

More than 1.3cr customer .

Head office: Bangalore.

Started from Jaipur in 2018 September.

Delivery available on 10 state and more than 100 city in India .

1500+ employees.

Founder:

Vineet Rao (Previously works at Microsoft for 10 years)

Co-founder:

Sourjyendu Medda (Previously he was the Head Of Sales at J.K. Helene Curtis Ltd. He has studied MBA at National Institute of Industrial Engineering.)

Sankar Bora (Previously he was a co-founder of Myntra)

Rajat Shikhar (Previously he was the product leader at food panda)

Target audience: Mainly tire 2 and tire 3 city people (whose monthly income approximately in between 20,000 to 50,000)

Business model: Social Commerce Business Model

Business Strategy:

1. Perfect consumer accusation: They mainly focus on middle class families and add heavy discounts on every product.

2. User Experience: The interface of deal share app is too much easy. For the people who don't know how to use e-commerce sites properly, can use it easily.

3. Referral Marketing: Deal share don't marketing via tv add or banner. Their marketing is operated mainly via customer to customer by referral marketing. Deal share gives rewards to their customers who recommend their friends for the app. And for those rewards, people share the app as much as he or she can.

4. Bulk Purchasing Strategy: Deal share buy products from local retailers as well as manufacturing companies. When they buy from company they buy in bulk. As a result, they get the products in low cost and can sell the product in low cost.

5. Experienced team: As we say previously, the founder and co-founders are well experienced. it's quite easy for them to grow up quickly.

6. Sharing model: If anyone buy a lot of products in a single order then also deal share give an extra heavy discount to the customer. As a result, customer always try to order as much as product he can order.

7. Focus on niche: They don't follow the same path like Amazon Flipkart. They try to find out the problem of market and focus on niche. They found the gap between e-commerce and tier 2 and tier 3 cities and target the right peoples.

8. Cash on delivery available on each product: As maximum of their customer are not expert about e-commerce and online payment, they give the cash on delivery service on every product.

9. Regional Supplier Policy: They not only focus to buy products from company but also, they buy their products form Regional Supplier or Local Supplier.