

**CASE STUDY**  
**E-commerce: Flipkart**

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## Business & Market Understanding

**1. Overview of the Company:** Founded in 2007, Flipkart is the top e-commerce marketplace in India. It provides a large selection of goods in a number of categories, such as grocery, apparel, electronics, kitchen & home goods, and more. Flipkart was purchased by Walmart in 2018 and is run by CEO Kalyan Krishnamurthy.

**2. Advantages:** Strong Brand Recognition: Indian consumers place a high value on Flipkart's brand recognition and trust.

**Wide Range of items:** They provide a wide range of items to meet different demands and tastes.

**Sturdy Supply Chain & Logistics:** Flipkart has a sizable client base thanks to its sophisticated infrastructure for fulfillment, warehousing, and shipping.

**Emphasis on Innovation and Technology:** Flipkart continuously makes investments in cutting-edge technologies to boost productivity and user experience.

**Customer Service and Loyalty Programs:** To foster long-term relationships with its customers, Flipkart provides customer service and loyalty programs.

**3. Deficiencies:** Competition: Amazon India, Meesho, and other e-commerce companies present a serious threat to Flipkart.

- **Profitability Issues:** Flipkart has had difficulty maintaining profitability in spite of significant revenue.
- **Product Counterfeiting:** There are worries about the legitimacy of products and fake goods on the site.
- **Logistics Difficulties:** Customers may get dissatisfied due to delivery delays and fulfillment problems.
- **Inventory management:** It might be difficult to maintain equilibrium in inventory levels among various suppliers and categories.

## 4. Possibilities

**Growth into New Categories:** Flipkart may look into prospects in expanding industries like healthcare, travel, and beauty.

**Reaching Tier 2 and 3 Cities:** There is a lot of room for growth in the e-commerce market penetration

of smaller cities.

**Emphasis on Mobile Commerce:** Mobile-first tactics can increase engagement as smartphone penetration rises.

**Cooperation and Partnerships:** Product offerings and reach can be improved by strategic alliances with regional producers and brands.

**Making the Most of Big Data:** Personalized shopping experiences and more effective marketing campaigns can be achieved by employing customer data analytics.

## **5. Dangers:**

**Regulatory Shifts:** Flipkart's operations and expenses may be impacted by shifting laws and policies.

**Economic Fluctuations:** Consumer expenditure and internet purchases may be impacted by economic downturns.

**Technological Disruptions:** New technologies such as voice commerce and AR/VR have the potential to alter consumer behavior and necessitate adjustment.

**International Competition:** The Indian e-commerce market may see more competition as a result of the entry of foreign businesses.

**Sustainability Issues:** It's critical to address social and environmental issues with packing and shipping.

## Extra Information

The business and commercial context of Flipkart are briefly summarized in this study. Subsequent investigation and evaluation may be carried out according to particular requirements and goals.

To improve comprehension of Flipkart's present state and future prospects, take into account recent news, financial data, and market trends.

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# Business Requirements Document (BRD) for Flipkart Project

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## 1. Company Overview:

Flipkart, India's top e-commerce site, provides a varied range of products in categories such as electronics, apparel, and grocery. Their large supply chain, technological focus, and customer service activities have established them as a major participant in the Indian market. However, they confront fierce rivalry, economic issues, and questions about authenticity and logistics.

## 2. Project scope:

Please mention the precise project or feature you wish to address so that the scope may be appropriately defined. But here are several examples:

**Project A:** Set up a personalized product suggestion engine to boost user engagement and conversions.

**Project B:** Implement a sustainable packaging solution to solve environmental concerns while improving brand image.

Project C: Redesign a loyalty program to boost client retention and encourage repeat purchases.

## 3. Business goals:

Align your project goals with Flipkart's overarching business objectives. Here are some generic examples:

Increase market share by X percent.

Achieve sales growth of Y%.

Increase the customer satisfaction score by Z points.

Reduce logistical costs by X percent.

Increase brand awareness by Y percent.

## 4. Functional and nonfunctional requirements:

**For each project, specify:**

Functional requirements are specific features and functionalities that the project must fulfill. (For

example, the recommendation engine should take into account surfing history, purchasing history, and product ratings.)

Non-functional criteria include performance, security, usability, and other nonfunctional elements. (For example, the system should support X concurrent users with a response time of Y seconds.)

## **5. Project Roadmap:**

Outline the major milestones and deliverables for your project, including:

The project's inception and planning phase.

Development and testing phases.

Deployment and implementation phases.

After-launch maintenance and support phase.

## **6. Stakeholder Consultation.**

Identify the project's important stakeholders, such as

Executives (e.g., CEOs, Product Managers)

Users (customers and sellers)

Developers and Operations teams

Outline their project roles and duties, as well as how they will be consulted at all stages.

## **7. Project Risks:**

Identify potential risks affecting the project, such as:

Delays in Development

Cost overruns

Integration Challenges

Security vulnerabilities

Negative user feedback.

Define mitigation methods for each risk.

## **8. Infrastructure requirements:**

Determine the resources and infrastructure required for the project, including:

Hardware and software resources.

Network and data storage requirements.

IT Support and Training

## **9. Budgets:**

Estimate project costs, including:

Development costs.

Implementation costs

Ongoing maintenance expenditures.

## **10. Advantages of Documenting Business Requirements.**

Improves project clarity and focus.

improves stakeholder communication and collaboration.

Reduces risks while ensuring alignment with corporate objectives.

Establishes a baseline for project tracking and success measurement.

## **Product Requirement Document (PRD):-**

The planned Flipkart app improvement includes an in-app video calling function for direct contact between customers, customer support professionals, and sales associates. This feature attempts to enhance business outcomes and productivity by offering individualized support to users.

A.Business:- In-app video calling is projected to boost user satisfaction, retention rates, and lifetime value. Flipkart can stand out in the competitive e-commerce market by providing a convenient and efficient support channel, attracting new consumers and strengthening brand loyalty. The functionality offers the ability to increase income by improving cross-selling and upselling opportunities during real-time interactions.

B. Productivity:— Integrating video conferencing capabilities into the app improves productivity by eliminating the need for users to switch between platforms or channels for assistance. This streamlines the query resolution process. Video calls enable customer care agents and sales associates to deliver correct product recommendations and troubleshooting advice, leading to faster issue resolution and increased efficiency. The

feature promotes team cooperation, information sharing, and on-the-job training, ultimately improving productivity and service quality.

Flipkart's deployment of in-app video calling meshes with its objective to providing excellent customer experiences, promoting business growth, and improving operational efficiency.

## **User Journey & Workflow**

### **User Experience:**

User launches the Flipkart app.

**Navigation:** Users can explore product categories or conduct searches.

The software displays personalized product recommendations on the home screen or product pages based on user interaction.

User engagement includes exploring recommended products, adding items to cart, and completing purchases.

**Feedback Loop:** Users submit feedback on recommendations, which affects future suggestions.

**Workflow:** Data Collection: The app captures user data such as browsing history, search queries, and purchase history.

Algorithms analyze acquired data to provide individualized recommendations.

The app displays recommended products in relevant sections.

**User Interaction:** Users can view, explore, and potentially purchase recommended products.

User feedback helps enhance algorithm changes and future recommendations.

