
# Blinkit Store Launch Assessment Report

## Question 2: Case Study

### Delivery Partners and Store Workers Calculation

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## 1. Summary

This report presents a detailed assessment of the staffing needs for Blinkit's new store, set to launch in Pune. With a store size of 2000 square feet and an expected 2000 orders per day, the focus is on ensuring that Blinkit's operations run smoothly while maintaining high customer satisfaction.

**The two key areas evaluated in this report are:**

The **number of delivery partners** required to fulfill the orders while adhering to Blinkit's unique selling proposition (USP) of fast delivery.

The **number of store workers** necessary to efficiently pick and pack the orders, ensuring timely and accurate dispatch.

The analysis includes assumptions based on industry standards and operational efficiency, with additional buffers to account for unforeseen challenges such as worker absences and peak demand times.

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## 2. Introduction

**Overview:**

Blinkit is launching a new store with the following specifications:

- **Location:** Pune (Assumed)
- **Store Size:** 2000 square feet (50 feet by 40 feet)
- **Operation Hours:** 18 hours a day, 7 days a week
- **Expected Daily Orders:** 2000

**Objective:**

The purpose of this report is to determine:

- The number of delivery partners required to handle the daily orders.
- The number of workers needed inside the store for picking and packing orders.

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## 3. Delivery Partners Calculation

**Assumptions:**

- Delivery partners work 6 days a week.

- The store operates 7 days a week.

**Calculations:**

- **Deliveries per hour:** 2000 orders / 18 hours = 111
- **Deliveries per driver per hour:** 2 (Assume 30 mins for each delivery)
- **Drivers needed per hour:** 111 / 2 = 56
- **Total drivers needed for coverage:** 56 drivers * (18 hours / 8-hour shift) = 126
- **Adjusted for 6 days of work per week:** 126 * (7 / 6) = 147
- **Adding a 20% buffer:** 147 * 1.2 = 176 (For unexpected absences or peak times)

**Summary:** Approximately 176 drivers are required to ensure continuous coverage, considering a 6-day work week and a 7-day operation.

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## 4. Workers Inside the Store Calculation

**Assumptions:**

- Store workers work 6 days a week.
- The store operates 7 days a week.
- The average time to pick and pack each order is 5 minutes.

**Calculations:**

- **Time to pick and pack one order (5 items):** 5 minutes
- **Total time to pick and pack 2000 orders:** 2000 orders * 5 minutes = 10,000 minutes
- **Working hours per store worker:** 8 hours/day (480 minutes)
- **Total hours required per day:** 10,000 minutes / 60 = 167
- **Workers needed per shift:** 167 hours / 8 hours = 21
- **Adjusted for 6 days of work per week:** 21 workers * (7 / 6) = 24
- **Adding a 20% buffer:** 24 * 1.2 = 29 (For unexpected absences or peak times)

**Summary:** Approximately 29 workers should be employed to manage the picking and packing of orders efficiently, considering a 6-day work week and a 7-day operation.

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## 5. Recommendations

- **Delivery Partners:** Approximately 176 drivers are needed to ensure continuous coverage, considering a 6-day work week and a 7-day operation.
- **Store Workers:** Approximately 29 workers should be employed to manage the picking and packing of orders efficiently, considering a 6-day work week and a 7-day operation.