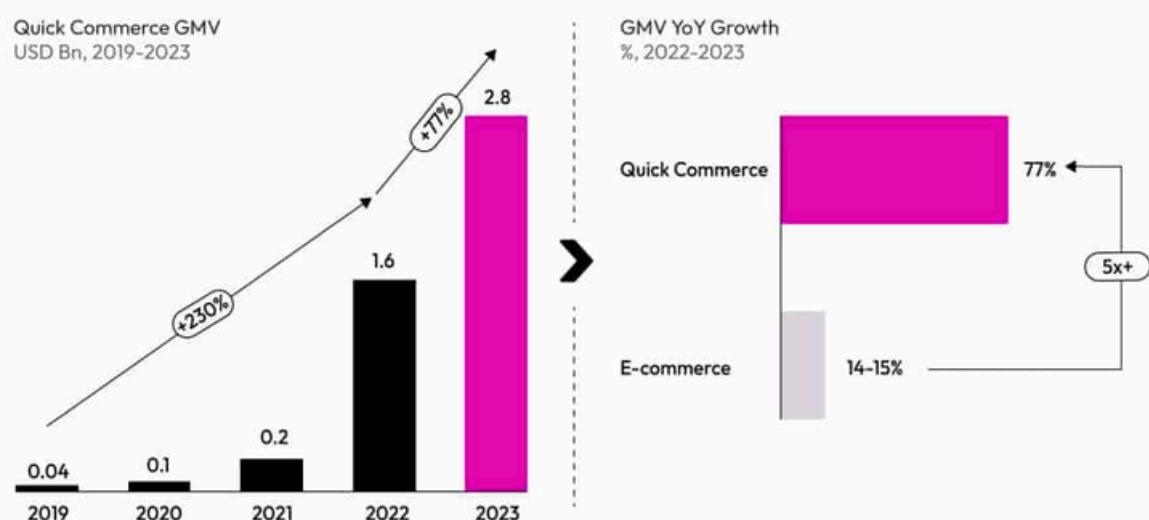


FASHION IN A FLASH: QUICK COMMERCE JOURNEY FOR MYNTRA



Note(s): Gross GMV at selling price, excluding delivery fee, 1 USD = INR 80



By Adyasa Mohapatra

EXECUTIVE SUMMARY

Q-COMMERCE OVERVIEW

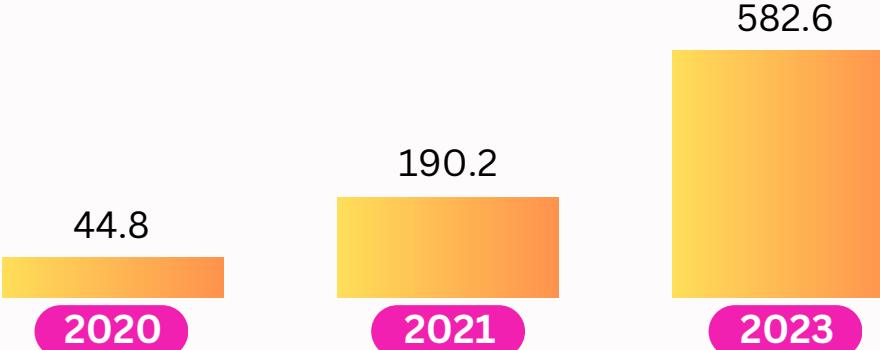


Current market size : USD 3.34 Billion (2024)

CAGR : > 4.50% (2024 - 2029)

Market concentration : Medium (2024)

Revenue from the quick commerce industry, India, USD Billion, 2020 - 2022



Challenges Faced by the Quick Commerce Industry

Capital-intensive to build and maintain dark stores	Costly market, profitability difficult to achieve	Intense rivalry and new players
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Benefits

Unparalleled convenience	Impulsive buying for immediate needs	Increased number of sales
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Key trends and Growth drivers

- Consumer Demand
- Technological Innovations
- Robust Logistics Networks
- Instant Delivery Models
- Dark Stores Proliferation
- Integration with Local Businesses

Q-COMMERCE SUPPLY CHAIN OVERVIEW



Demand Forecasting



Warehousing & Order Processing



Inventory Management

Tech Integration & Sustainability



Last-Mile Delivery

KEY MARKET PLAYERS



zepto
DUNZO

These players hold more than 80% of the market share.

MYNTRA OVERVIEW

CAGR : >13.48% (2024 - 2027)

Market share : 45 %

Key competitors



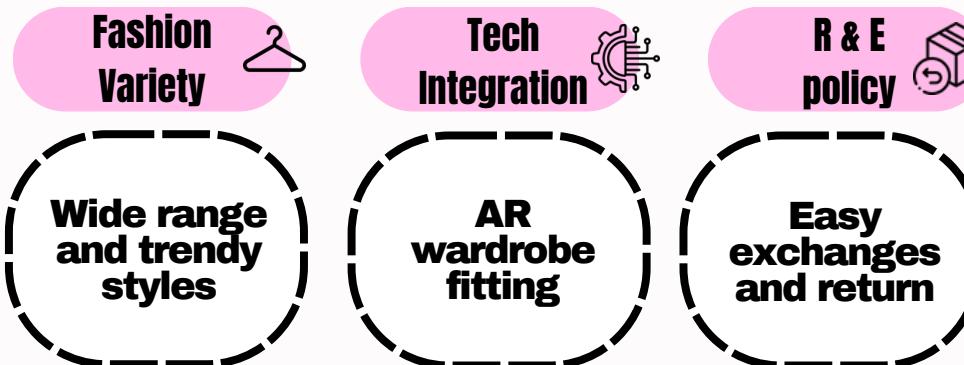
Website Traffic



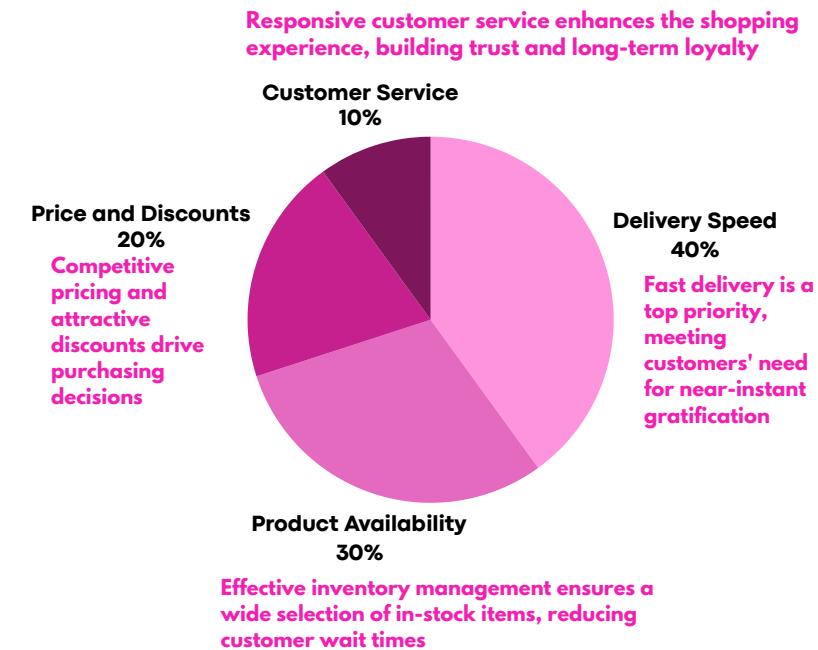
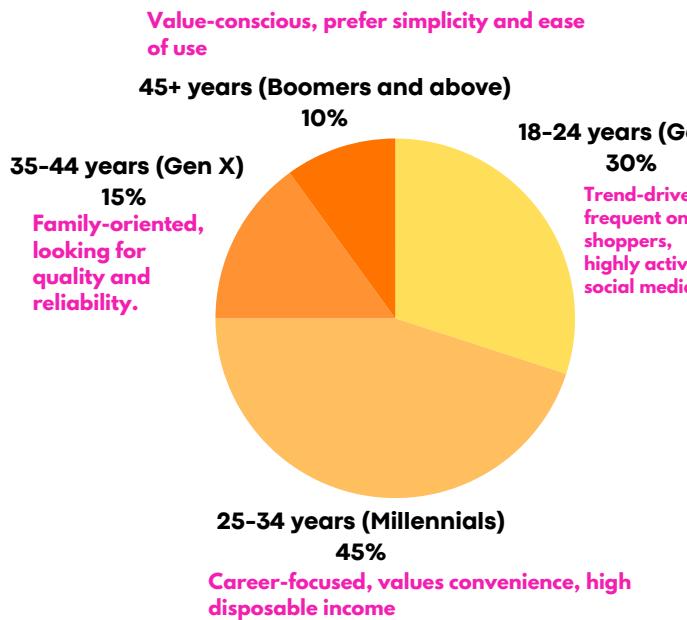
Myntre Revenue Breakdown



Key Growth drivers



CUSTOMER UNDERSTANDING



We infer that **fast delivery and product availability** are the top priorities for quick commerce users. **Effective inventory management and sustainable practices** further enhance user satisfaction and loyalty.

MARKET SIZE :

\$120 Bn

\$30 Bn

\$5 Bn

USER PERSONAS



Young Professional

- Demographics:** Age 25-34, Urban, Corporate employee
- Lifestyle:** Busy, career-focused
- Fashion Preferences:** Trendy, professional
- Pain Points:** Limited time, immediate fashion needs



College Student

- Demographics:** Age 18-24, Urban and semi-urban, Full-time students
- Lifestyle:** Social, budget-conscious
- Fashion Preferences:** Trendy, experimental
- Pain Points:** Budget constraints, need for trendiness

- STRATEGIES:**
- Flash sales and discounts.
 - Influencer collaborations.
 - Interactive social media campaigns.



Urban Family

- Demographics:** Age 30-45, Urban, Working professionals and homemakers
- Lifestyle:** Family-oriented, values convenience
- Fashion Preferences:** Practical, family-friendly
- Pain Points:** Time constraints

- STRATEGIES:**
- Family fashion bundles
 - Fast delivery options
 - Wide product selection for all family members



Eco-Conscious Shopper

- Demographics:** Age 28-38, Urban, Environmentally aware
- Lifestyle:** Socially responsible
- Fashion Preferences:** Eco-friendly brands, ethically sourced materials
- Pain Points:** Difficulty finding sustainable options quickly

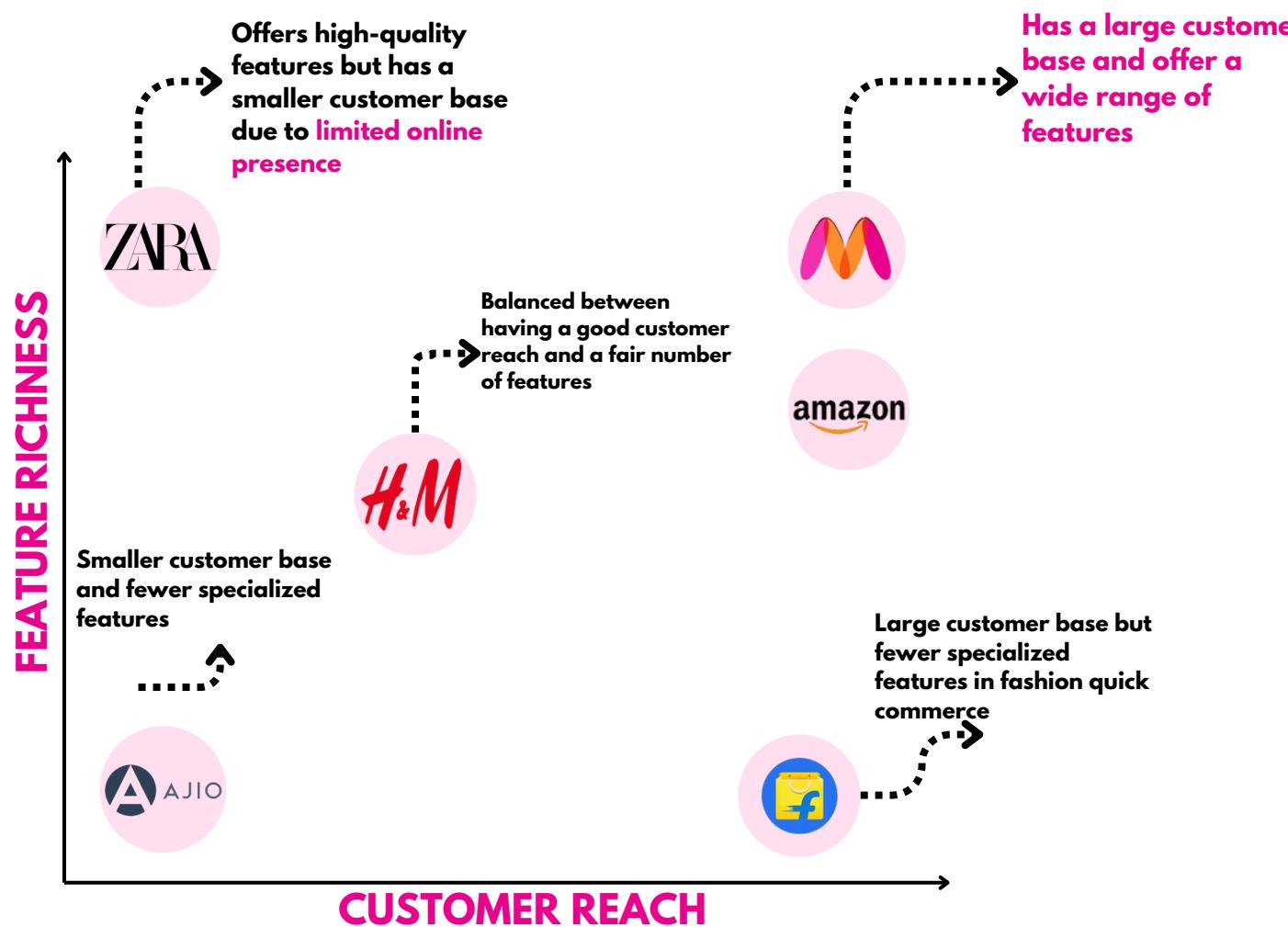
- STRATEGIES:**
- Sustainable Collections
 - Eco-Friendly Delivery: minimal packaging and carbon offsets.
 - Share details on sustainability and ethical practices.

Stages	Discovery	Opened The App	Searching For The Product	Check-out	Tracking Order	Call from delivery person	Received the product	Paid cash	Feedback given
Steps taken	I got to know about the viral Zara dress while scrolling through the Instagram app.	Clicking on the app already installed in my mobile phone. 	Searching for the Zara clothing I want to purchase in the Myntra app	<ul style="list-style-type: none"> Clicked on buy now Address verification Selected COD option for the payment. Placed order Typed captcha and then confirmed the order. Order placed 	Tracking order Where is it now. how much time it will take to reach me.	<ul style="list-style-type: none"> Received the call from the delivery person Explained the address to him Waiting for him with cash ready. 	Received the product from him	Paid him the cash and he gave me the change.	He asked me to give him feedback and I said sure. Thank you.
Touchpoints	Instagram App	<ul style="list-style-type: none"> switching on the internet clicking on the Myntra Application 	Clicking on the product	Clicking on the steps for checking out	Click on the link shared via SMS for tracking order	Spoke with Delivery person through phone call	The delivery person handed me my product.	I paid the cash to him	I gave him the feedback through a link shared via SMS.
Emotion									
Experience	I was really interested and excited to wear the dress	I was having moderate mood while opening the app.	Little concern if the product is original or not.	Carefully clicking the options.	I was curious and happy while tracking the order	As I got the message of "Out for delivery", I was thinking when it will come! After I got the call from the delivery person I was relieved.	I was excited while receiving my product.	My mood was neutral while paying cash to the delivery person.	I was in a good mood when I was giving feedback to the delivery person. Because the delivery was smooth.



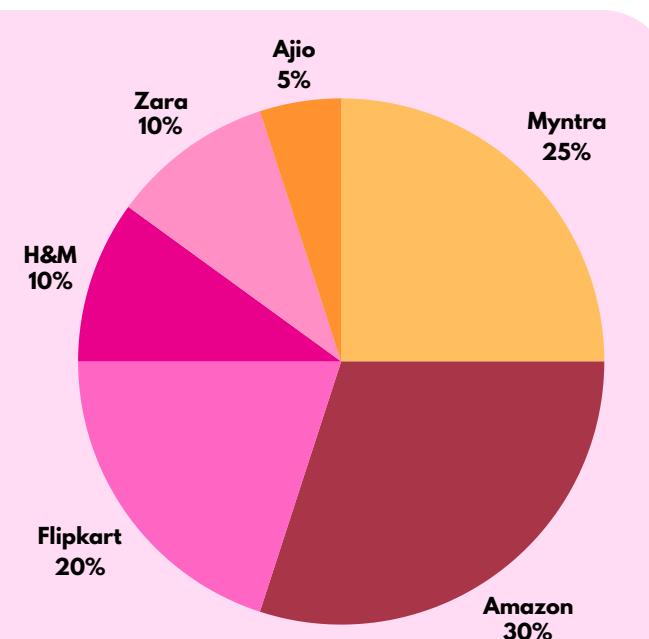
COMPETITOR ANALYSIS

PRODUCT MARKET FIT:



Amazon leads the market with a 30% share, followed closely by Myntra at 25% and Flipkart at 20%.

These three platforms dominate the quick commerce fashion space



QUICK COMMERCE COMPETITIVE STRATEGY:



- Leverages vast logistics network for fast delivery
- Prime Now for quick commerce
- Same-day and two-hour delivery options
- Use of local warehouses and partnerships



- Flipkart Quick for 90-minute delivery
- Investment in hyperlocal delivery services
- Strategic use of technology and analytics



- Emphasis on micro-warehousing for quick delivery
- Integration of AR for virtual try-ons



- Pilot projects for quick commerce
- Emphasis on eco-friendly logistics
- Limited to major cities

COMPETITOR FEATURE ANALYSIS MATRIX:

FEATURES	MYNTRA	AMAZON	FLIPKART	AJIO	ZARA
Quick Commerce	●	●	●		
Sustainable Fashion	●	●		●	●
Personalized Recommendations	●	●	●	●	●
Virtual Wardrobe Integration	●				
AR Shopping Experience	●	●			●
In-App Fashion Consultant				●	●
Physical Store Integration				●	●
Subscription Model	●	●	●	●	●



SOLUTIONS

01



- Operational Efficiency**
- Micro-Warehouses
 - Optimized Inventory Management
 - Robust Logistics Network

02



- Integration with Traditional E-Commerce**
- Hybrid Model
 - Cross-Promotion
 - Unified Platform

03



- Technology and Innovation**
- Advanced Analytics
 - Scalable Infrastructure
 - Continuous Improvement

04



- Financial Sustainability**
- Cost Management
 - Revenue Streams
 - Customer Retention

1 SCALING + COEXISTING WITH TRADITIONAL E-COMMERCE

Integration: Utilize existing logistics networks to support quick commerce operations



Efficiency: Streamline inventory and order management systems



Target Markets: Segment customer bases for traditional e-commerce and quick commerce



Product Offering: Differentiate product lines to cater to different needs

Single System: Unified technology platform that supports both traditional and quick commerce models

Real-Time Data: Real-time synchronization of inventory, orders, and customer data



Hybrid Fulfillment: Logistics solutions for quick delivery and standard shipping

Micro-Warehousing: Q-commerce for faster delivery, traditional warehousing for bulk orders

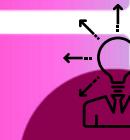
Consistent Branding: Consistent brand experience across quick and traditional commerce channels



CUSTOMER EXPERIENCE



Omnichannel Support: customer service and support across all channels.



DATA DRIVEN INSIGHTS

Analytics: Data analytics to monitor performance and customer behavior

Adaptation: Optimize operations and meet evolving consumer expectations with insight-driven strategies



MARKETING SYNERGY

Cross-Promotion: Promotional opportunities to drive traffic between traditional and quick commerce channels

Targeted Campaigns: Targeted marketing campaigns tailored to the benefits of each model



SCALABILITY CONSIDERATION

Infrastructure: resources to support q-commerce demands without compromising traditional e-commerce

Technology Upgrades: scalable tech solutions that can handle increased volume and complexity.

2 VALUE PROPOSITION

Store: 'EcoChic' by Myntra

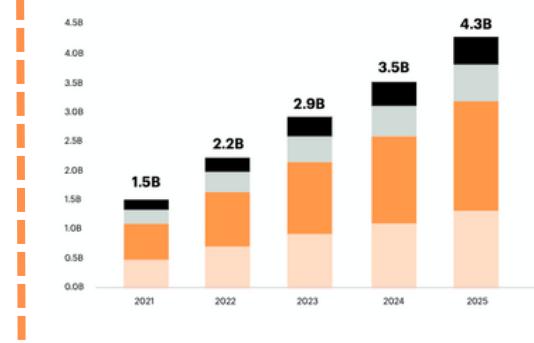
Strategy: Create a sustainable q-comm fashion section with eco-friendly brands, and integrate certifications and eco-labels into product descriptions

Outcome: Attract eco-conscious, carbon footprint conscious consumers and position Myntra as a leader in sustainable fashion

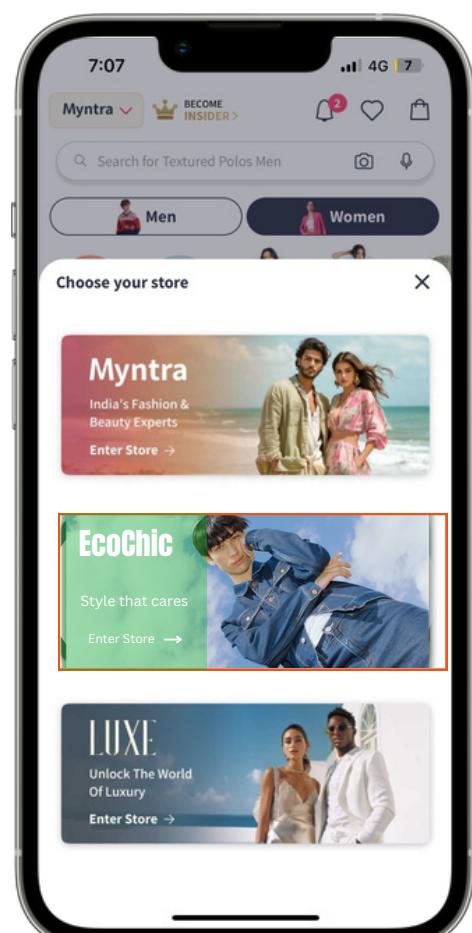


Frequent AR Consumers

Based on people ages 13-69 who use social / communication apps



Sustainable Fashion Certificates



Virtual Wardrobe Integration

Strategy: Add a feature allowing customers to upload their wardrobe images for recommendations on integrating new quick commerce items

Outcome: Offers a personalized shopping experience by showing how new items fit with existing wardrobes, boosting purchase likelihood



SOLUTIONS

3 CUSTOMER EXPERIENCE AND SUPPORT

Seamless UX | Reliable Delivery

Strategy: Create a user-friendly interface on mobile and web platforms. **Outcome:** Enhances customer satisfaction and engagement with a seamless shopping experience

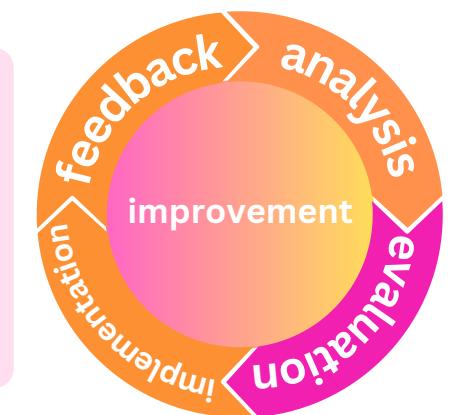
Strategy: Ensure fast and reliable delivery within promised time frames. **Outcome:** Builds trust and increases customer satisfaction



Improved Customer Support | Customer Feedback

Strategy: Offer multiple support channels, including chatbots, live agents, and easy returns. **Outcome:** Provides excellent customer support and improves overall service quality

Strategy: Implement a robust feedback system for continuous improvement based on customer insights. **Outcome:** Enhances customer satisfaction by addressing issues



4 CUSTOMER RETENTION

Subscription Service: 'Myntra Insider++'

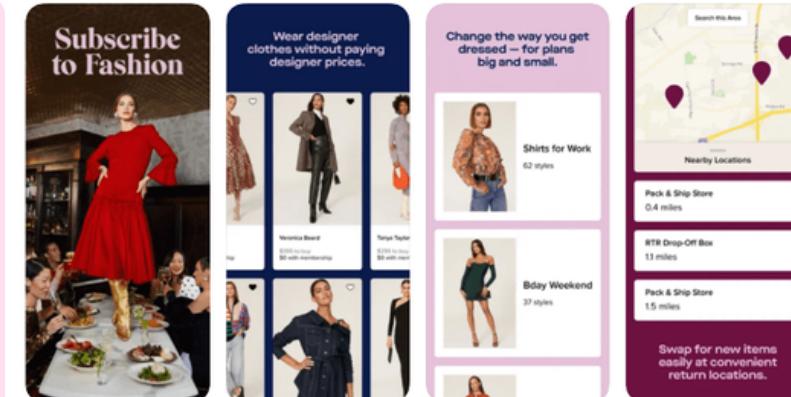
Strategy: Launch subscription models offering benefits such as expedited delivery, exclusive access to new collections, and curated monthly fashion boxes

Outcome: Creates a steady revenue stream and fosters customer loyalty through consistent engagement and value-added services.

Surprise & Delight Campaigns

Strategy: Customers receive unexpected rewards or exclusive items with their quick commerce orders based on their purchase history or engagement.

Outcome: Enhances customer satisfaction and fosters a positive brand association, encouraging repeat purchases and long-term loyalty.



	Basic	Premium
30 min delivery *on select items	✗	✓
Exclusive locally curated collections	✗	✓

5 STRATEGIC PARTNERSHIPS

Micro-Warehouses

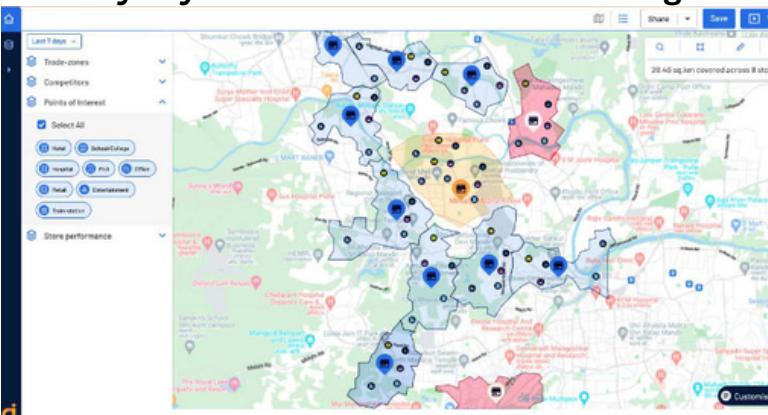
Strategy: Develop a network of micro-warehouses in key urban centers, using data-driven location selection for maximum efficiency

Outcome: Reduces delivery times and operational costs, making quick commerce operations more scalable.

AI in Inventory Management Use Cases

- 01 Walmart's Automated Systems for Resupply
- 02 Procter & Gamble (P&G)'s Supply Chain Management
- 03 Amazon's AI-Powered Demand Forecasting
- 04 GE's Predictive Maintenance for Equipment

Identify key locations for dark stores using 'Dista'



Advanced Inventory Management: AI/ML based Demand Forecasting

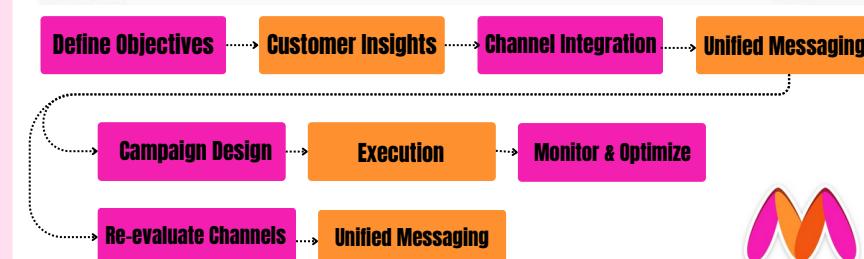
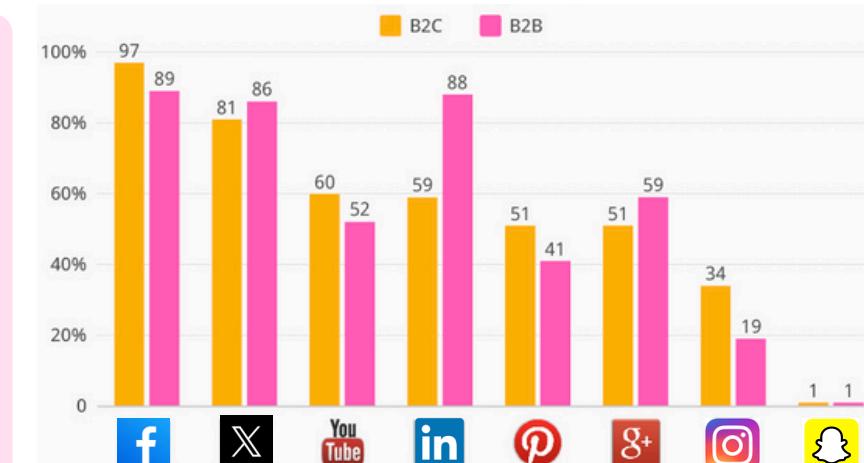
Strategy: Implement AI-based inventory systems to forecast demand accurately and optimize stock levels in real time. **Outcome:** Enhances stock management efficiency, minimizes overstocking, and prevents stockouts.

6 MARKETING & OUTREACH

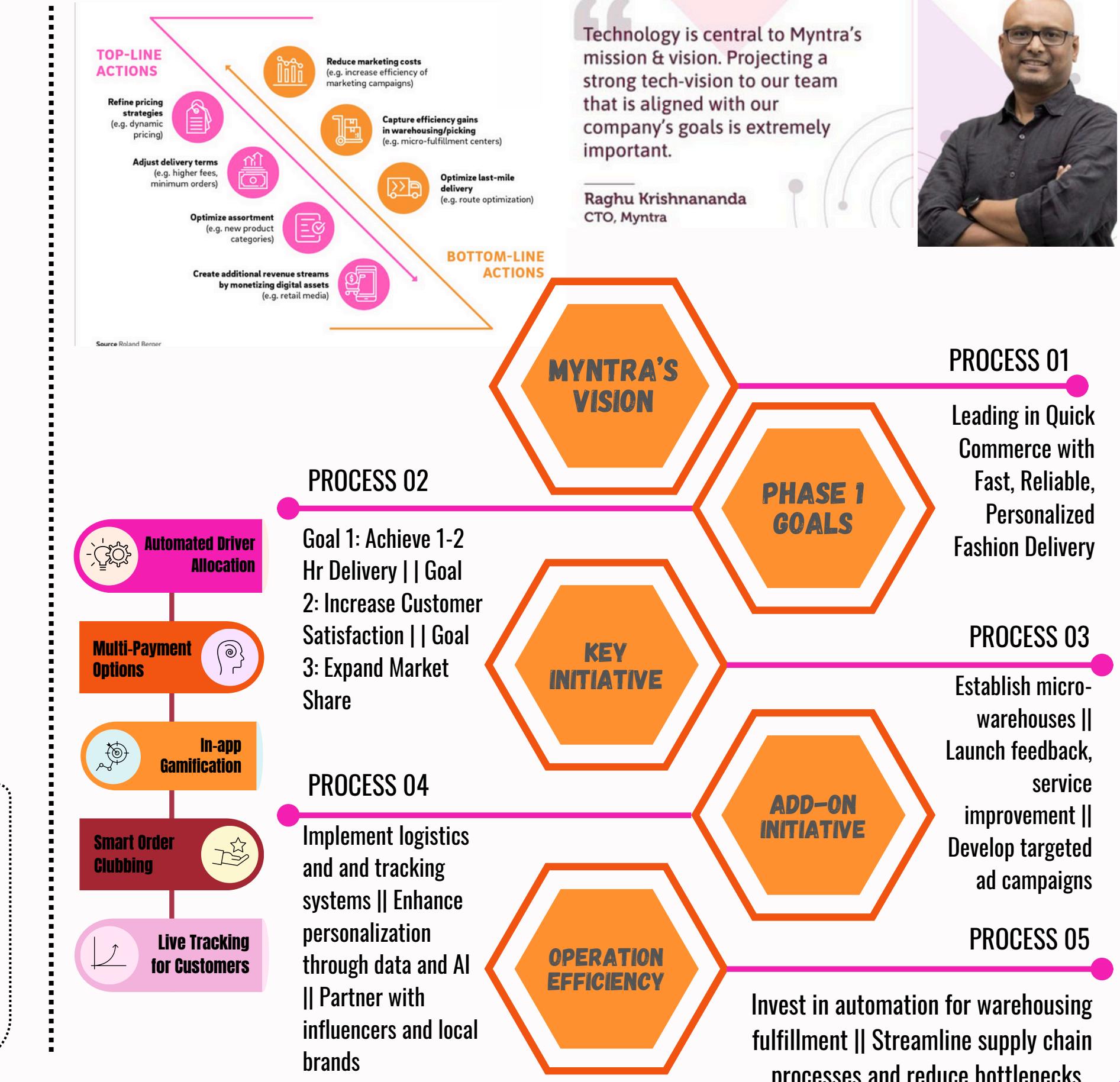
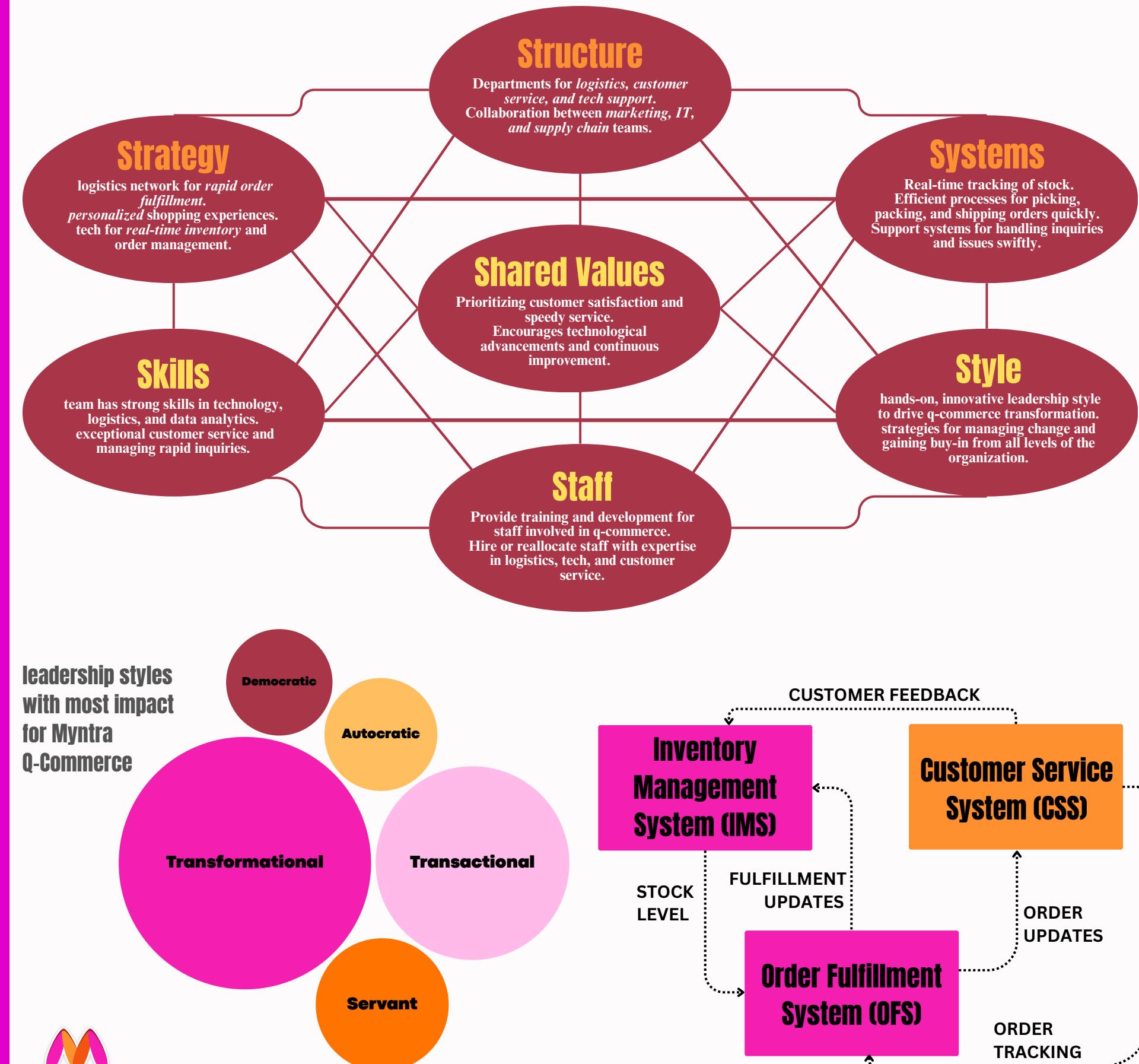
Omni-Channel Marketing

Strategy: Deploy an omni-channel marketing approach to synchronize Myntra's online, mobile, social media, and in-store experiences for a seamless customer journey

Outcome: Enhances customer engagement and loyalty by delivering a consistent and personalized brand experience across all touchpoints, driving increased sales and retention



STRATEGY FRAMEWORKS



OVERVIEW

ANALYSIS

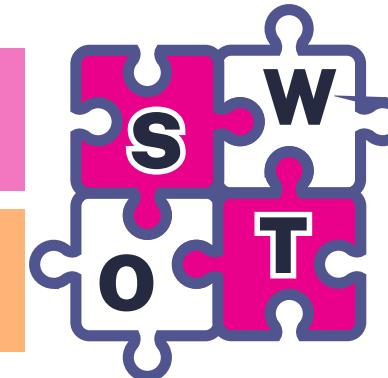
STRATEGIES

FEASIBILITY

IMPLEMENTATION

- Strong brand reputation
- Large customer base
- Advanced Tech
- Partnerships

- Rising demand for fast delivery
- Sustainable Fashion Trends
- Market Expansion



- High Operational Cost
- Complex Supply Chain Management
- Dependency on Urban Areas

- Intense Competitions
- Regulatory Challenges
- Supply Chain Disruptions

STRATEGY ADOPTION ORDER:

	Inventory Management	Pilot Launch in Key Cities	Marketing Campaign Rollout	Customer Service Training	Tech Platform Optimization	Partnership Development
FEASIBILITY	High	Average	High	High	Average	Low
IMPACT	High	High	High	Average	High	High
COST	Average	Average	High	Average	High	High
RANKING	1	2	3	4	5	6

TARGET GROWTH:

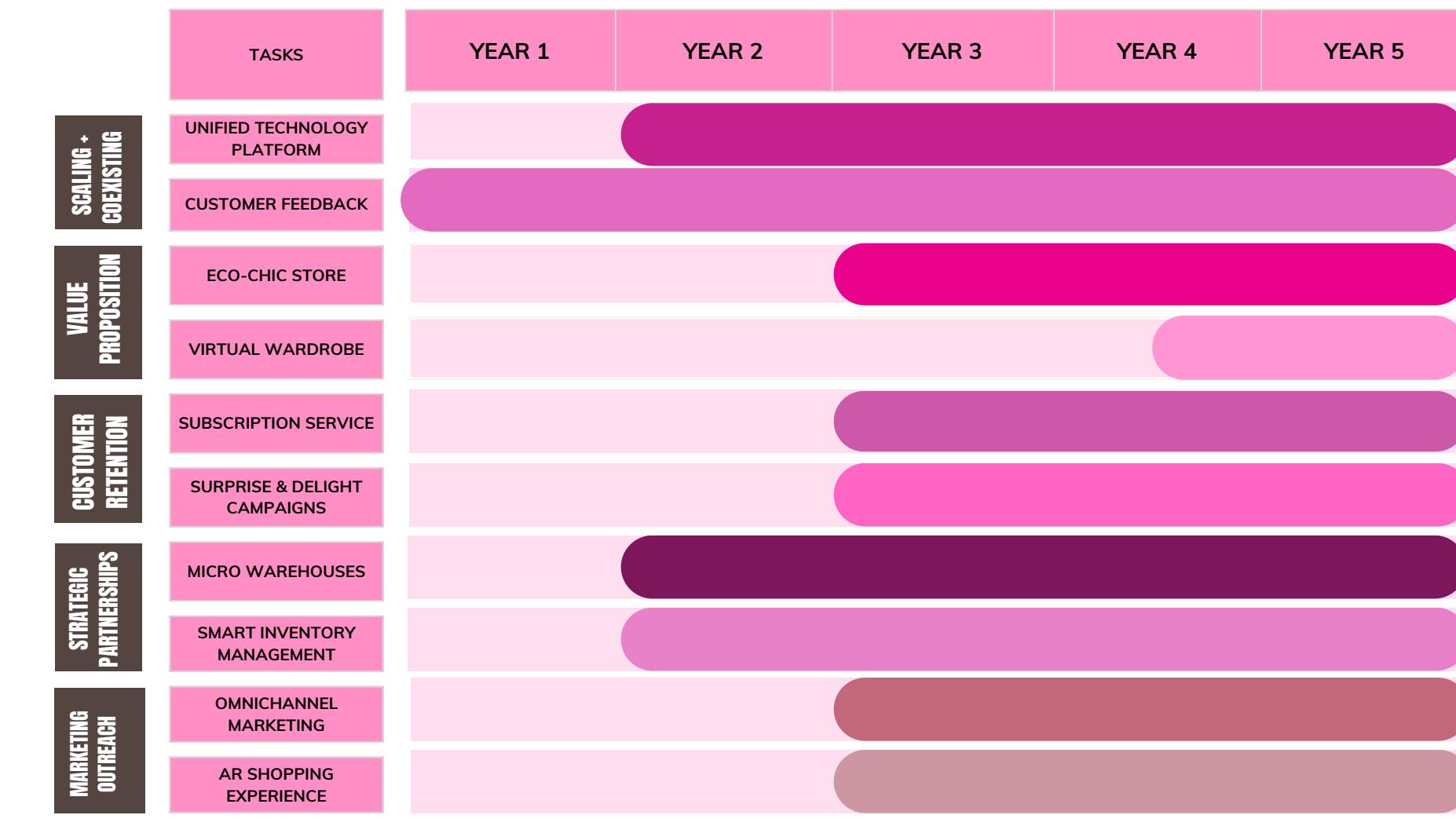
Reduce delivery time to under 30 minutes in key cities.

Achieve a 98% or higher order accuracy rate

Achieve a 15% ↑ in repeat purchases year-over-year

Generate 30% of total revenue from quick commerce channels within 3 years.

Achieve a 25% ↑ in ROI from marketing campaigns specific to quick commerce.



Pitfalls and Workarounds

INACCURATE DEMAND FORECASTING

Pitfall: Misjudging customer demand can lead to **overstock or stockouts**

Workaround: Implement the system in phases to ensure time for troubleshooting

INCONSISTENT SERVICE QUALITY

Pitfall: Variability in training effectiveness

Workaround: Enforce standardized customer service procedures to ensure consistency

MARKETING CAMPAIGN ROLLOUT

Pitfall: Ineffective targeting can result in wasted marketing spend and low campaign ROI

Workaround: Use customer data and analytics to refine targeting

TECH PLATFORM OPTIMIZATION

Pitfall: Outdated or inefficient code can degrade platform performance and hinder optimization

Workaround: Conduct regular code reviews and refactoring to address technical debt



OVERVIEW

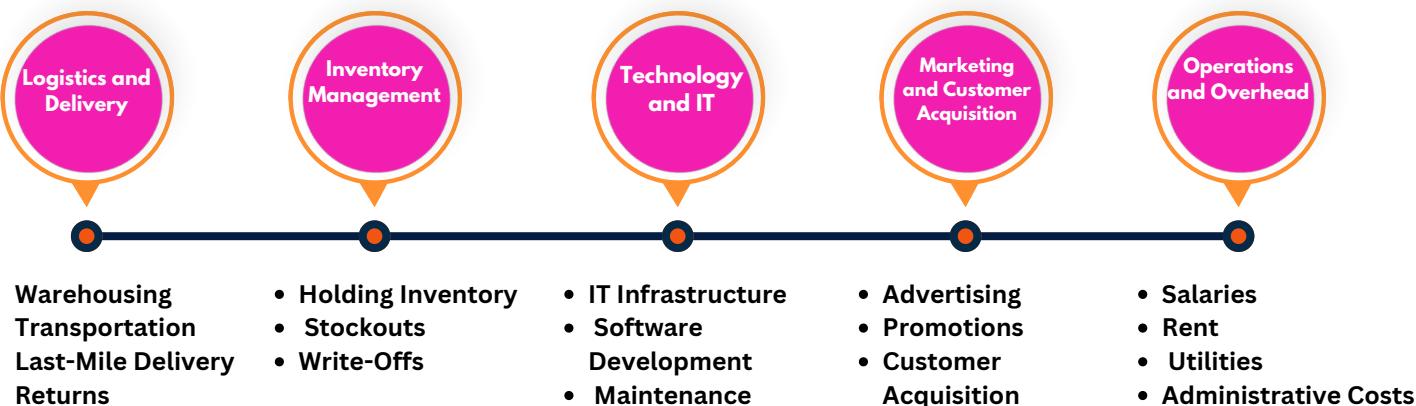
ANALYSIS

STRATEGIES

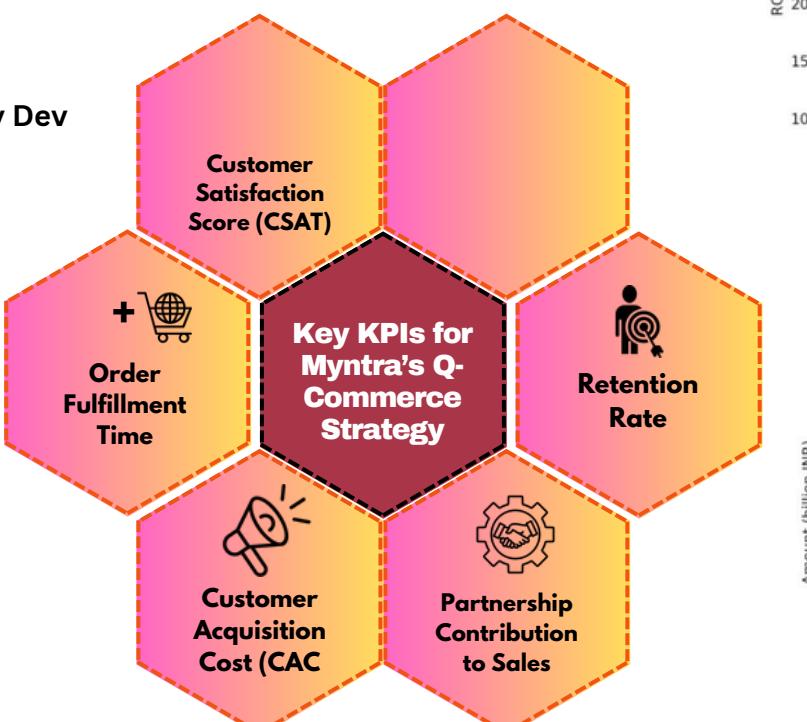
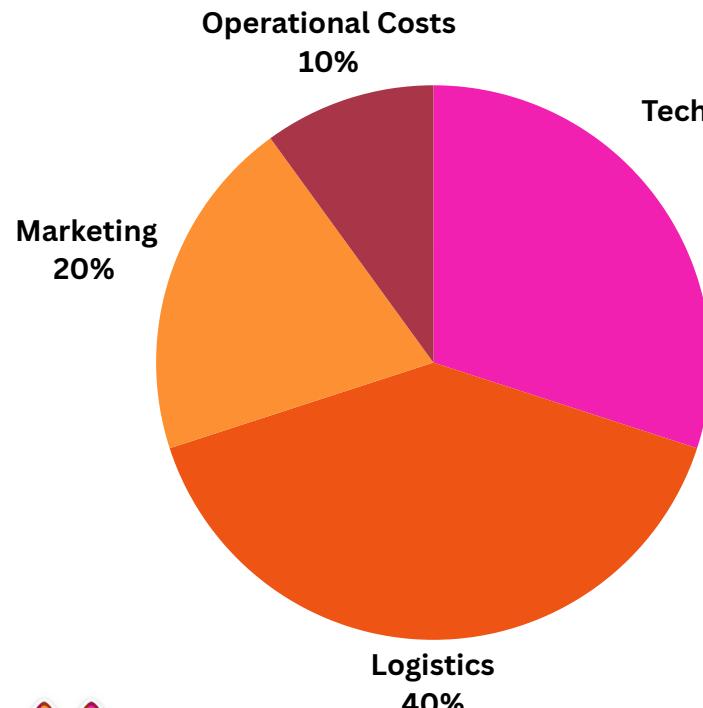
FEASIBILITY

IMPLEMENTATION

Cost projections



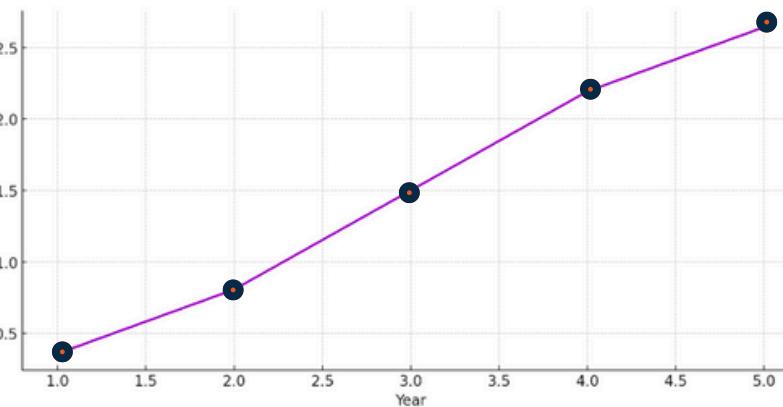
Revenue Projections



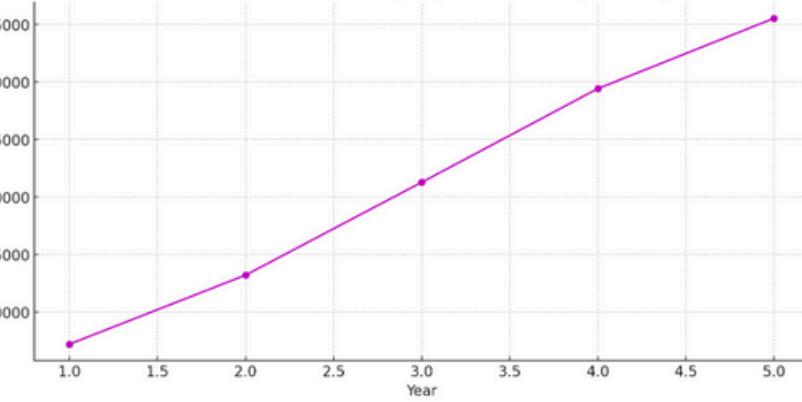
Estimated key Financial metrics after applying the solutions

Average Order Value (AOV): ₹2,000
Customer Lifetime Value (CLTV): ₹216,000
Return on Investment (ROI): 142%
Customer Acquisition Cost (CAC): ₹500
Gross margin: 30%

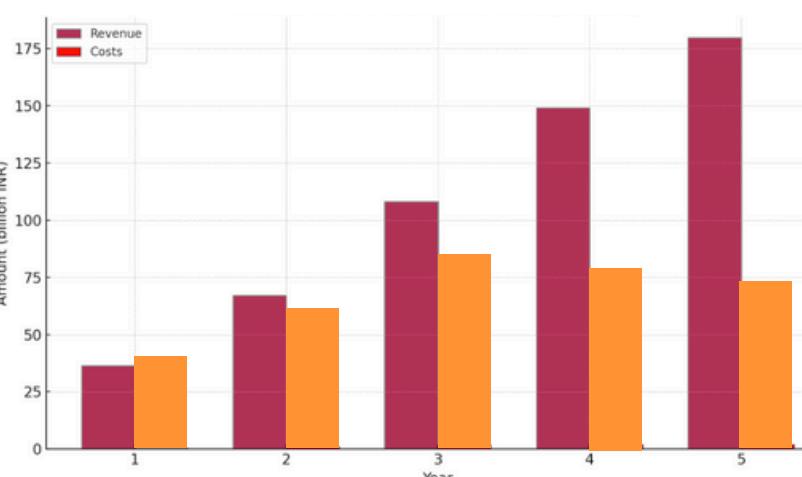
Customers acquired over 5 years



Return on investment(ROI) over 5 years



Revenue and costs over 5 years



Cost management

01

Inventory Optimization:

Efficient inventory management to reduce holding costs and stockouts.

02

Logistics Efficiency:

Optimize delivery routes, vehicle utilization, and last-mile delivery to minimize costs.

03

Technology Investment:

Continuous investment in technology for automation, demand forecasting, and route optimization.

04

Pricing Strategy:

Dynamic pricing to maximize revenue and profitability.

05

Other:

Optimize costs by streamlining operations, negotiating better with partners and leveraging economies of scale.



Customer Retention

01

Personalized Recommendations:

Utilize data to offer tailored product suggestions.

02

Loyalty Programs:

Implement rewards and loyalty programs to encourage repeat purchases.

03

Customer Support:

Provide excellent customer service to build trust and loyalty.

04

Faster Delivery:

Continuously improve delivery speed to exceed customer expectations.



Feature Prioritisation:

Feature	Reach	Impact	Confidence	Effort	RICE Score
Scaling + Coexisting with Traditional E-Commerce	500,000	2	70%	5 people	58,333
Value proposition	300,000	3	80%	5 people	90,000
Customer Experience and Support	400,000	2.5	75%	5 people	75,000
Customer Retention	250,000	3	85%	5 people	91,071
Strategic Partnerships	200,000	2	80%	5 people	53,333
Marketing & Outreach	350,000	2.5	75%	6 people	72,917

GTM Strategy:



DEVELOPMENT

Create ad materials and campaign assets. Engage and contract influencers.

PLANNING

Set goals and identify target audience.

CONTENT CREATION

Develop and finalize educational content and guides.

FEASIBILITY

1

2

3

4

5

6

LAUNCH

Execute digital marketing campaigns. Coordinate influencer promotions.

EVALUATION

Analyze performance metrics and engagement.

OPTIMISATION

Adjust campaigns based on results and feedback.

VIRTUAL WARDROBE INTEGRATION

- Beta test for feedback. Build anticipation with teasers and influencers.
- Use digital marketing, guides, and robust support. Integrate with existing brands and tech partners.
- Track success via adoption rates, engagement, and satisfaction.

TECHNOLOGY

