**Unit-V: Applications**

**Travel portal - Makemytrip, Yatra, IRCTC; E-commerce – Amazon, flipkart; Song portals – Wynk.**

**5.1 Case Study : Makemy trip**

* MakeMyTrip  is an online travel company headquartered in Gurgaon, Haryana founded by Deep Kalra. The company provides online travel services including flight tickets, domestic and international holiday packages, hotel reservations, rail and bus tickets. In 2011 and 2012,
* MakeMyTrip made strategic acquisitions in pursuit of growth through new channels and markets in the South-East Asia region. Recently, it launched Travel Apps for mobile devices.
* The company has been consistently recognized as one of India’s best travel portals. In addition to a full-service online portal, the company also operates through 59 retail stores across 37 cities in India along with international offices in [New York](http://en.wikipedia.org/wiki/New_York_City) and [Sydney](http://en.wikipedia.org/wiki/Sydney).
* After consolidating its position in the market as a brand recognized for its reliability and transparency, MakeMyTrip followed its success in the US by launching its India operations in 2005. With the foresight to seize the opportunities in the domestic travel market, brought on by a slew of new airlines, MakeMyTrip offered travellers the convenience of online travel bookings at rock-bottom prices.
* MakeMyTrip’s rise has been lead by the vision and the spirit of each one of its employees, for whom no idea was too big and no problem too difficult. With untiring innovation and determination, MakeMyTrip proactively began to diversify its product offering, adding a variety of online and offline products and services.
* MakeMyTrip also stayed ahead of the curve by continually evolving its technology to meet the ever changing demands of the rapidly developing global travel market.



**History and Growth**

* MakeMyTrip was founded by Deep Kalra, an alumnus of Indian Institute of Management, Ahmedabad. Prior to setting up MakeMyTrip, Deep had worked with [GE Capital](http://en.wikipedia.org/wiki/GE_Capital) as the Vice President - Business Development (Retail) and had also worked with [ABN AMRO Bank](http://en.wikipedia.org/wiki/ABN_AMRO#Bank_operations) and [AMF Bowling](http://en.wikipedia.org/wiki/AMF_Bowling_Center).
* MakeMyTrip was launched in the US market in 2000 to cater to the overseas Indian community for their US-to-India travel needs. The founding team consisted of Deep Kalra, Keyur Joshi (Co-Founder & Chief Commercial Officer), Rajesh Magow ( Co-Founder & CEO - India, formerly Chief Operating Officer & Chief Financial Officer) and Sachin Bhatia (ex-Chief Marketing Officer). After serving a long tenure of 10 years, since the company’s inception, Sachin Bhatia quit MakeMyTrip as an active member and decided to work as an independent advisor and a prime shareholder in the company.
* With the success of IRCTC (Indian Railways Catering and Tourism Corporation)'s online business model which enabled the Indian traveller to purchase railway tickets on the Internet, things started to look brighter for the travel market in India. This was also the time when Low-Cost Carriers entered the Indian Aviation space. MakeMyTrip started its Indian operations in September 2005 offering online flight tickets to Indian travellers. To broaden its travel portfolio, the company also started to focus on non-air businesses like holiday packages and hotel bookings. On August 13, 2010, MakeMyTrip was listed on the NASDAQ and went public, making a debut in the US market. Trade Analysts believed that this was an encouraging sign for both the investors and other Indian firms.
* In 2011, the company strengthened focus on the mobile route by creating several travel-related Apps for all types of mobile devices (Smartphone’s and basic cell phones). In the same year, MakeMyTrip also made three acquisitions, namely, Luxury Tours and Travel Private Limited (Singapore), Le Travenues Technology Private Limited (Gurgaon, India) and My Guest House Accommodation (New Delhi, India). MakeMyTrip’s other acquisitions include travel operators like ITC Group and Hotel Travel Group to enter new markets in the South-East Asian region in the year 2012.

**Products and Services**

* **Air, Rail and Bus tickets**

MakeMyTrip sells online rail tickets and flight tickets within India and from India (domestic & international) to its customers offering features like return tickets with single payment option, flexi-search and automatic alerts and updates on the availability of tickets. It also offers bus tickets  across different categories like Volvo, Air Conditioned, Non Air Conditioned, Deluxe, Semi-Deluxe and Sleeper vehicles.

* **Cab Service**

In May 2010, the company introduced online cab rental services on its website offering travellers an option to book a chauffeur-driven car in major metropolitan cities within India.

**Work Culture**

The company has been consistently ranked among the Top 10 “Great Places to Work for in India” by the Great Place to Work® (GPTW) Institute, a study by [The Economic Times](http://en.wikipedia.org/wiki/The_Economic_Times), for four years in a row starting from 2010 to 2013.

**Recent developments**

While makemytrip.com continues to exert pressure on competition by constantly upgrading technologies, it has an ear firmly tuned to consumer need. Two observations have moulded the company: the first is that many people still prefer the traditional touch and feel method of booking tickets. In deference to them the company has opened 23 regional office across the country. The second realization was that every passanger is not an air traveller.

**Brand Values**

That many brands fail is a reminder that the consumer is a hard task master and the market, an unforgiving testion ground. The success that MakeMyTrip.com has achieved is the result of its unblinking focus on three core values: customer centricity, integrity and accountability. Founded to empower the Indian traveler with choice, MakeMyTrip.com strives to offer its customer best- value travel products and services. Supported by cutting- edge technology and a vision to stay relevant it is and will remain the brand choice.

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| **HR policy** |
| The cornerstone of the MakeMyTrip human resource  Management philosophy is the conviction that the well-being of the company and of its people are interdependent; and that the company's most valuable assets are its people.   **Our commitment** |
| * To employ the most competent, on the basis of merit * To ensure that every employee is treated with dignity and respect, and in a fair, consistent and equitable manner * To create a stimulating, enabling and supportive work atmosphere * To aid and encourage employees in realizing their full potential   **Job Analysis**  Organizations consist of  positions  that  have  to  be  staffed.  Job analysis  is  the  procedure  through  which  you  determine  the  duties  of  these  positions  and  the  Characteristics of  the  people  to  hire  for  them. Job analysis  produces  informa-  tion used for writing job  descriptions (a list of what the job entails) and job  specifications (what kind of people to hire for the job).    http://www.whatishumanresource.com/_/rsrc/1345315877547/job-analysis/uses%20of%20job%20analysis.JPG |

**FIG : USES OF JOB ANALYSIS**

**Recruitment and Selection**: Job  analysis  provides  information  about  what  the  job

entails  and  what  human  characteristics  are  required  to  perform  these  activities

**Compensation:** Job analysis information is crucial for estimating the value of each

job  and  its  appropriate  compensation.  Compensation  (such  as  salary  and  bonus)

usually  depends  on  the  job's  required  skill  and  education  level,  safety  hazards, degree  of  responsibility,  and  so  on all  factors  you  can  assess  through  job  analysis.

**Performance Appraisal:** A  performance  appraisal  compares  each  employee's  actual

performance with his or her performance standards.

**Training**:  The  job  description  should  show  the  activities  and  skills and  therefore

the training that the job requires.

**Discovering Unassigned Duties:** Job analysis can also help reveal unassigned duties.

For  example,  your  company's  production  manager  says  she's  responsible  for  a

dozen  or  so  duties,  such  as  production  scheduling  and  raw  material  purchasing.

**5.2 Case study : Yatra**

Yatra.com is India’s leading Online Travel Portal offering solutions for all your travel needs. From air tickets to hotel rooms to holiday packages to buses to car rentals, yatra.com has everything for its customers. Yatra.com based in Gurgaon, started with 3 members in 2006 that rose to 700 in 2008 and 1000+ in 2016.

Yatra.com provides reservation facility for more than 50,176 hotels in India and over 500,000 hotels around the world. The portal has reached to such a height that the company is doing 20,000 domestic tickets and 7500 hotels and holiday packages a day.

**Growth**

Yatra.com provides an access to the best travel deals across numerous national and international destinations. It is among leading aggregator of hotels in India. Yatra.com provides reservation for 50, 176 hotels across 500+ destinations in India as well as 430,000 hotels worldwide. The brand has reached the height of trust by its customers and till date it has more than 31,538,129 happy travelers.

Currently Yatra.com is doing average revenue of Rs 100 crores a month and a volume of more than 6,500 air tickets and 300+ hotel room nights per day.

Today, more than 80% bookings comes from online media like computer or mobile browser or apps and other 20% comes from call centers. With booking of more than 20,000 domestic tickets and 5,000 hotels per day, Yatra.com has achieved a huge success in his journey till now

### ****Marketing Strategy****

Yatra in its initial timespan used Print media as a method of advertisement. Soon people started knowing about the services of the company and then Yatra it moved on to TV advertisement and endorsed Boman Irani as its brand ambassador. In the year 2012, it endorsed Salman Khan as its brand ambassador. It helped the company in many ways and in short it increased the customer base for the company. Side by side, Yatra also performed online marketing using different marketing strategy like google AdWords that helped the company grow rapidly.

### ****Social media campaigns****

Yatra.com started a Facebook Page around the “Happy Travelers” theme. It included the pictures of the happy customers of Yatra. The brand also ran Facebook Ads to create its loyal fan base. Yatra engaged with its fans through its Facebook Page by timely responding to their queries, posting special offers and promotions on the Page and hosting apps like the “Happy Travel Jigsaw” where fans can solve puzzles. As a result of the targeted Facebook ad campaign, Yatra generated INR 1.5 million/month only from Facebook advertisement.

**5.3 Case study : IRCTC**

he Indian Railway Catering and Tourism Corporation (IRCTC) is a business of the Indian Government. They were created in 1997 to help with catering, tourism and online ticketing services for rail journeys. The Indian Railways are the most essential railway network in India. More than 6.5 million people travel by trains on a daily basis, making them the world’s 3rd largest railway network. Due to the immense popularity of this Indian Railway website, it is well recognized as one of the most popular online ticketing agencies in India.

IRCTC is a 100% subsidiary of Indian Railways. It provides catering services at every railway station in India and also has a number of restaurant cars on trains. The IRCTC also provides tourism related services such as hotel reservation, tour packages and bus service from railway stations to tourist places etc.

**Services** :

**Online ticketing**

It is known for changing the face of railway ticketing in India. It pioneered internet based rail ticket booking through website, as well as from the mobile phones via GPRS or SMS In addition to e- tickets , Indian railways and catering tourism corporation also offers .

**Tourism**

Railway catering and tourism corporation also organizes budget and deluxe package tour for domestic and foreign tourist .

**Tatkal Booking**

Under the tatkal scheme, passenger who plan their journey at short notice can book their tickets in almost all mail/ express train through the Indian railways internet portal.

### Catering and hospitality

IRCTC introduced [pantry cars](https://en.wikipedia.org/wiki/Pantry_car) inside long or medium distance trains which catered to passengers by serving freshly cooked food. IRCTC has exclusive rights for onboard catering of food on all trains operated by the Indian Railways. It also operates food plazas, Jan Aahar cafeterias and [refreshment rooms](https://en.wikipedia.org/wiki/Railway_refreshment_room) at various railway stations. In 2014, IRCTC launched e-catering services which allowed passengers to order food from partner restaurants online or through phone call and have it delivered to their seats.

### Tourism

Indian Railways Catering and Tourism Corporation also organises budget and deluxe package tours for domestic and foreign tourists. A popular tourism package for budget tourists covering important tourist destinations across India is called "Bharat Darshan". Luxury tourism packages are also available, that involve special luxury trains such as [Buddhist Circuit Train](https://en.wikipedia.org/wiki/Buddhist_Circuit_Train) and [Maharajas' Express](https://en.wikipedia.org/wiki/Maharajas%27_Express) operations.

### Passenger data and privacy concerns

The IRCTC has been criticised for failing to maintain privacy of the data that it has collected on passengers for the purposes of bookings and travel, and there have been multiple reports of data leaks and exposures, as well as concerns that passenger information has been used by the government to send promotional content with demographic targeting.

In 2016, cyber police officials from Maharashtra reported a potential leak of personal information relating to 10 million passengers. The IRCTC denied the leak, but a committee consisting of officials from the IRCTC and Centre for Railway Information Systems (CRIS) was constituted to examine the report.IRCTC officials claimed that the reports were unfounded and that there was no leak of "sensitive" passenger data. An IRCTC official later admitted that data that IRCTC had shared with third parties, including hotel, taxi, and food delivery services, had been exposed.

In 2018, a security researcher, Avinash Jain, reported that a free travel insurance scheme offered by IRCTC, which caused users on their app to be redirected to a third party insurer, had left the information of approximately 200,000 passengers exposed for a period of two years. IRCTC discontinued the insurance scheme and fixed the vulnerability that had left this data exposed.

**5.4 Amazon**

In 2006, Amazon Web Services (AWS) began offering IT infrastructure services to businesses as web services—now commonly known as cloud computing. One of the key benefits of cloud computing is the opportunity to replace upfront capital infrastructure expenses with low variable costs that scale with your business. With the cloud, businesses no longer need to plan for and procure servers and other IT infrastructure weeks or months in advance. Instead, they can instantly spin up hundreds or thousands of servers in minutes and deliver results faster. Today, AWS provides a highly reliable, scalable, low-cost infrastructure platform in the cloud that powers hundreds of thousands of businesses in 190 countries around the world.

## Logistics

Amazon uses many different transportation services to deliver packages. Amazon-branded services include:

* [Amazon Air](https://en.wikipedia.org/wiki/Amazon_Air), a cargo airline for bulk transport, with last-mile delivery handled either by Amazon Flex, Amazon Logistics, or the [United States Postal Service](https://en.wikipedia.org/wiki/United_States_Postal_Service).
* [Amazon Flex](https://en.wikipedia.org/wiki/Amazon_Flex), a [smartphone app](https://en.wikipedia.org/wiki/Smartphone_app) that enables individuals to act as independent contractors, delivering packages to customers from personal vehicles without uniforms. Deliveries include one or two hours [Prime Now](https://en.wikipedia.org/wiki/Prime_Now), same or next day [Amazon Fresh](https://en.wikipedia.org/wiki/Amazon_Fresh) groceries, and standard Amazon.com orders, in addition to orders from local stores that contract with Amazon.
* **Amazon Logistics**, in which Amazon contracts with small businesses (which it calls "Delivery Service Partners") to perform deliveries to customers. Each business has a fleet of approximately 20–40 Amazon-branded vans, and employees of the contractors wear Amazon uniforms. As of December 2020, it operates in the United States, Canada, Italy, Germany, Spain, and the United Kingdom.
* [Amazon Prime Air](https://en.wikipedia.org/wiki/Amazon_Prime_Air) is an experimental drone delivery service.

Amazon directly employs people to work at its warehouses, bulk distribution centers, staffed "[Amazon Hub](https://en.wikipedia.org/wiki/Amazon_Hub) Locker+" locations, and delivery stations where drivers pick up packages. As of December 2020, it is not hiring delivery drivers as employees.