

# Flipkart Wired 8.0

Campus case challenge



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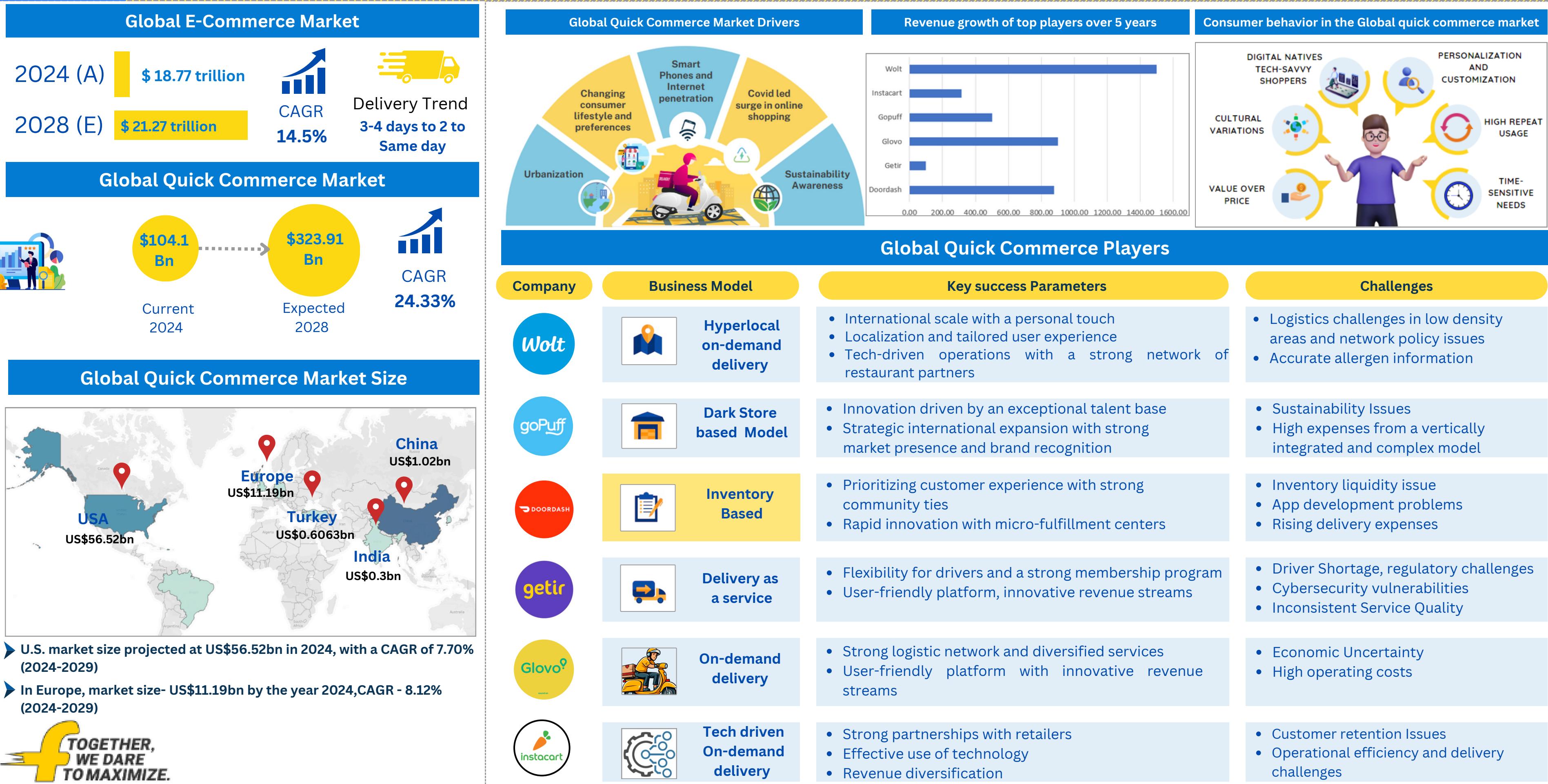
Shubham Jadhav

Ideas that  
Empower  
Dreams

Team aakash.p23014

## Problem Statement Analysis

Flipkart needs to create a GTM strategy that aligns with the unique preferences of Indian consumers to establish a strong presence in the quick commerce sector. The challenge lies in identifying key customer segments, understanding their evolving needs, and devising innovative approaches to drive customer acquisition and market leadership.



# Indian Quick-Commerce Market Analysis



## Political

### Government Regulations

- 100% FDI via the automatic route in
  - B2B e-commerce
  - B2C e-commerce
  - marketplace model

## Technological

### Driving Factors

- Digital India Initiative pushes digital economy to 20% of GDP by 2023
- Increase in AI & Automation
- Increased Digital Payments gateways

## Indian Quick Commerce Firms and their promised Delivery time



15-30 Min



15-30 Min



10-30 Min



10 Min



20 Min

Quick Market contributes nearly 10% to the online market.



Expected Quick Market contribution  
40-50% to the online market.

# Indian Quick-Commerce

2024 (A)

0.3 Billion USD



CAGR  
2024-28

27.9 %

\*%YOY  
2022-23



Q-commerce - 77%  
E-commerce - 15%

2028 (E)

5 Billion USD

## Consumer Expectations from Quick Commerce Market

- Minimum delivery time
- Availability of Products



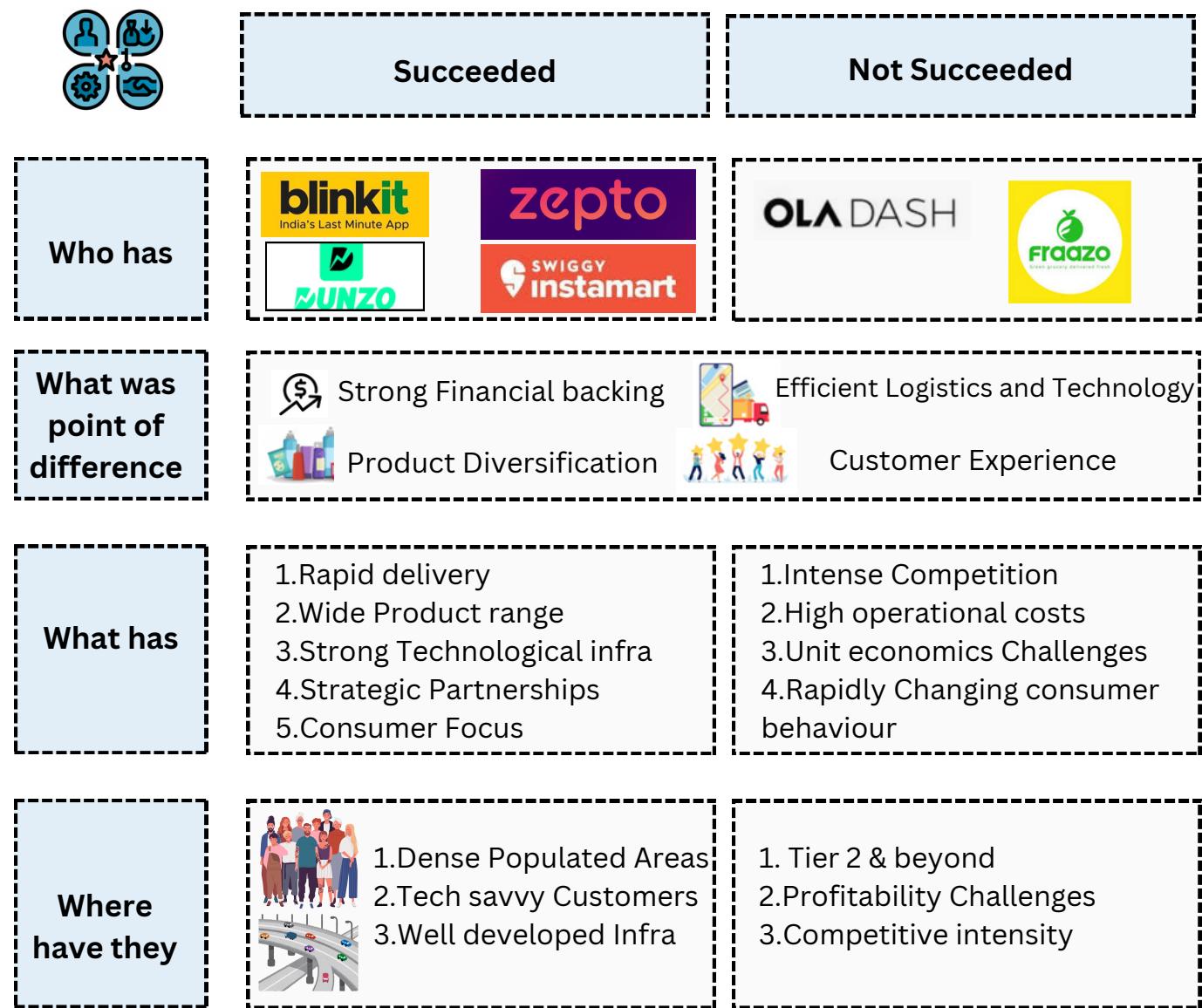
- No Minimum order value
- Low delivery fees

## Various purchasing patterns of consumers and their value propositions

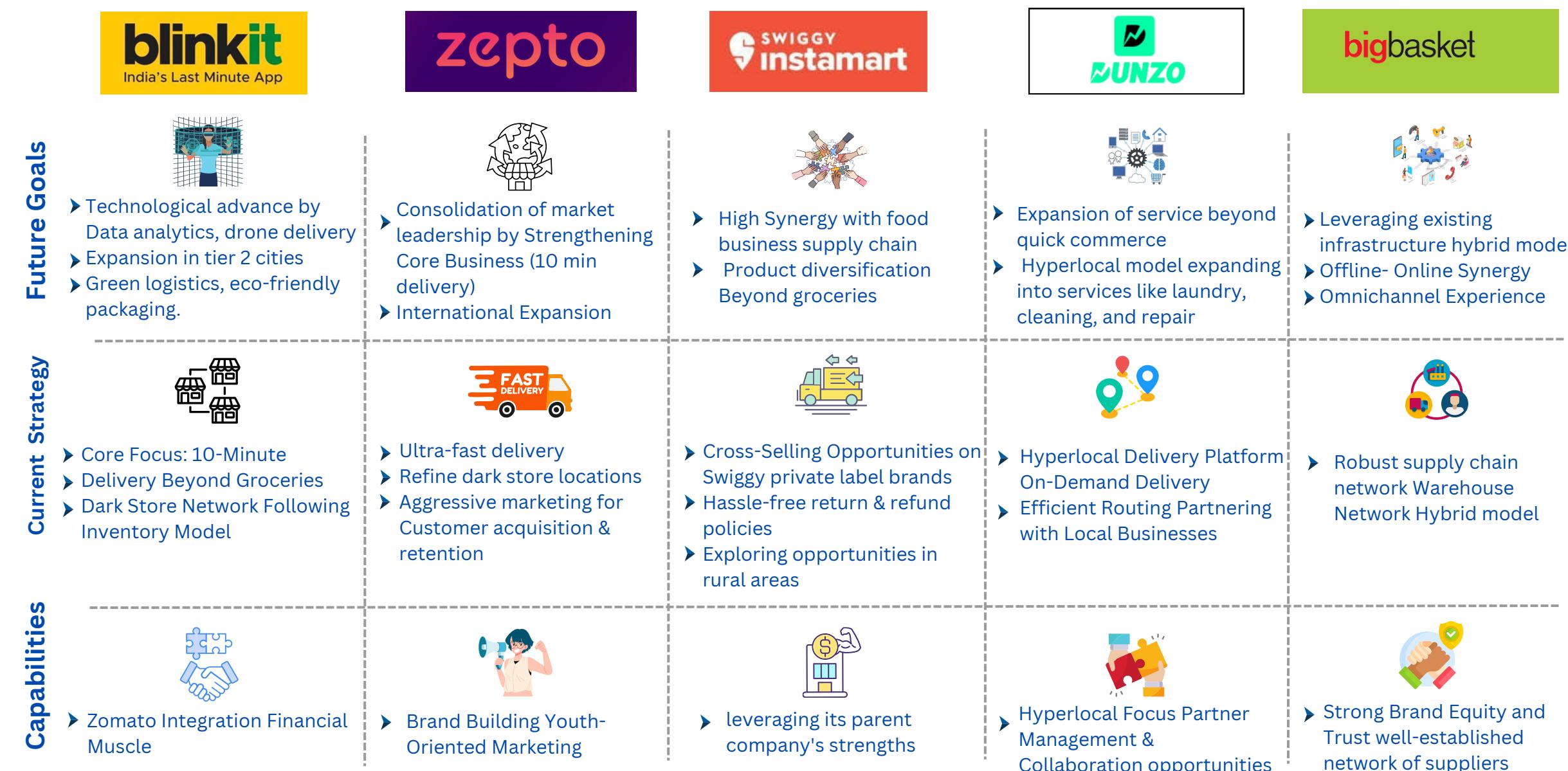
### Value Proposition

| Traditional E-Commerce           | Quick Commerce                  |
|----------------------------------|---------------------------------|
| Convenience of ordering          | On-demand ordering              |
| Extensive Variety of products    | Essential and High Demand items |
| Delivery time of few days        | Instant Delivery within minutes |
| Planners and Bargain Shoppers    | Impulse Shopping customers      |
| Price sensitive consumers        | Convenience over price          |
| Seek for wide variety of options | Seek for daily essentials       |

## Success factors Analysis for Q-commerce



## Indian Quick-Commerce Players Analysis



## Current Challenges in Indian Q-commerce Industry



## Flipkart's Current Value Chain Position



## Challenges Specific to Flipkart minutes





THANK YOU