



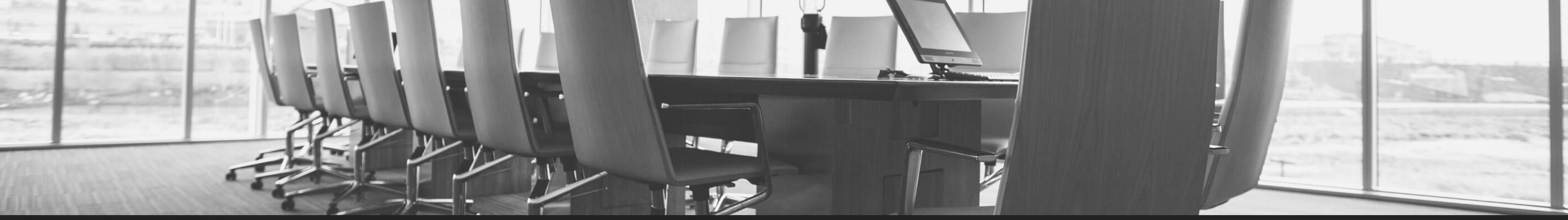
**QUOLLAB**

# CONSULTING EXPERIENCE PROJECT

**TASK-1**

Company and Industry Analysis

**GROUP 1: CONUNDRUM CRACKERS**



# TEAM MEMBERS

1. Aakash Bhandari
2. Abhijeet kumar
3. Aditya Sehgal
4. Ankush Gupta
5. Bharti
6. Ishan Singh
7. Rahul Nath
8. Siddharth Jain

# PESTEL

*POLITICAL  
ECONOMICAL  
SOCIAL  
TECHNOLOGICAL  
ENVIRONMENTAL  
LEGAL*



## POLITICAL

- Tax benefits by GOI through startup India.
- Temporary restrictions in certain states due to covid cases.
- India's improving rank in ease of doing business and various initiatives like Make In India supporting E-commerce business



## ECONOMICAL

- Leniency in government's policy in FDI.
- Decrease in purchasing power due to unemployment and recession.
- Low labour costs due to high rates of unemployment



## SOCIAL

- Contactless delivery.
- Change in consumer trends w.r.t online grocery purchasing.
- Convenience of buying groceries from e-commerce platforms.



## TECHNOLOGICAL

- Internet penetration in Indian markets.
- Availability of cheap smartphones and increase in digital literacy.
- Customized Ads based on customer analytics.



## ENVIRONMENTAL

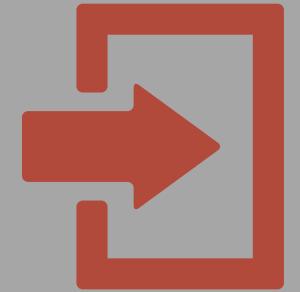
- No unforeseen damage to the nature.
- Using packaging material which is environment friendly and helps in waste disposal.
- Greener delivery methods.



## LEGAL

- Protection of data privacy.
- Health & safety norms for delivery amidst covid crisis.
- Misleading claims, Antitrust laws and copyright claims.

# PORTE~~R~~'S FIVE FORCES ANALYSIS



## THREAT OF NEW ENTRANTS

- Low barriers to entry.
- Easy access to distribution channels.
- Thin profit margins.
- Low capital requirements.
- Support of government legislations.



## THREAT OF NEW SUBSTITUTES

- Rising no. of substitutes in e-commerce market.
- Low perceived level of product differentiation.
- Low relative price performance of substitutes.
- Low switching cost.



## BARGAINING POWER OF CUSTOMERS

- Growing market size.
- Customers can easily shift to other parallel platforms.
- Easy price comparing for choosing the product.
- High customer awareness.



## COMPETITIVE RIVALRY

- High no. of competitors.
- Exponential rise of market size.
- High brand loyalty in niche specific platform.
- Low differentiating factors in FMCG products.

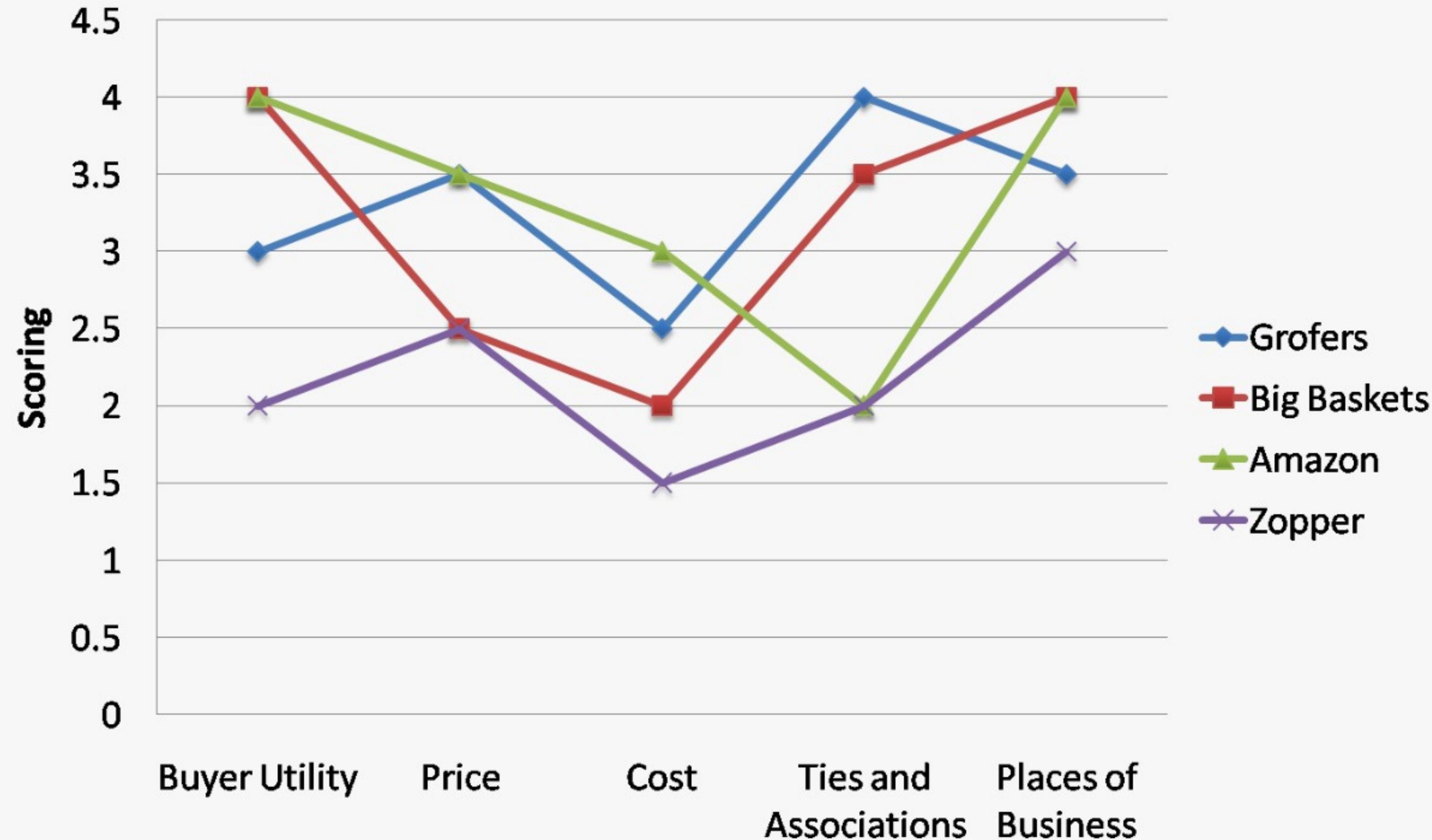


## BARGAINING POWER OF SUPPLIERS

- High competition among suppliers.
- Quality and pricing are the major factors for choosing any supplier.
- Supplier service delivery is an important factor.
- The cost of switching to other supplier is comparatively low.

# BLUE OCEAN STRATEGY

# Blue Ocean Strategy Chart



Following are the questions based on which the previous graph is made:

**BUYER UTILITY**  
Does the buyer comes back  
to you ?

### PRICING

Is your strategic pricing  
attractive than your  
competitions?

### COSTING

Is your cost manageable,  
given your wide  
activity/business?

**TIES & ASSOCIATIONS**  
How much Re-energizing kirana  
stores have been beneficial to  
the company?

**PLACES OF BUSINESS**  
In which all cities do they work  
in and in what all cities do they  
plan to began?

---

# VALUE INNOVATION

---



---



**ELIMINATE**

Company can tackle the problem of unavailability of items and products, which causes dissatisfaction among customers.

**REDUCE**

By reducing complains, it can be shown that people are happy with the services and products of the company.

**RAISE**

By allowing customers multiple edits before the scheduled delivery, the company's provides more control and confidence to its market share.

**CREATE**

Company can develop AI to predict the consumer demand more accurately and make better recommendation systems for different consumers having different requirements.

# SWOT ANALYSIS

## STRENGTH

- Powerful Investors
- High Margins
- Effective utilization of Delivery Infrastructure
- Superior Product and Service Quality
- Fast Mover Advantage

## WEAKNESSES

- Lack of Critical Talent
- Customer Dissatisfaction
- Inventory Management
- Organization Culture
- Lack of Consideration of Interest of External Stakeholders.

## OPPORTUNITIES

- Lucrative Opportunities in International Markets
- E-Commerce and Social Media Oriented Business Models
- Increase in Consumer Disposable Income
- Developments in Artificial Intelligence
- Increasing Standardization

## THREATS

- Increasing bargaining power of buyers
- Government Regulations and Bureaucracy
- Squeezing Middle Class in Developed and Developing World
- US China Trade Relations
- Credit Binge post 2008 Recession

# STRENGTHS

- Powerful Investors like SoftBank Vision Fund, and others including Apoletto Asia, Sequoia Capital
- Strong relationship with existing suppliers
- The products and brand portfolio of Grofers is enabling it to target various segments in the domestic market at the same time
- Grofers has first mover advantage in number of segments. It has experimented in various areas.

## WEAKNESSES

- Project Management is too focused on internal delivery rather than considering all the interests of external stakeholders.
- Grofers Grocery is not efficiently managing the inventory and cash cycle.
- Organization Culture – It seems that organization culture of Grofers Grocery is still dominated by turf wars within various divisions, leading to managers keeping information close to their chests.

# OPPORTUNITIES



- Globalization has led to opportunities in the international market. Grofers is in prime position to tap on those opportunities and grow the market share.
- E-commerce business model can help Grofers to tie up with local suppliers and logistics provider in international market.
- Grofers Grocery can use developments in artificial intelligence to better predict consumer demand, cater to niche segments, and make better recommendation engines.



## THREATS

- Increasing costs component for working in developed market.
- Grofers should keep a close eye on the fast changing government regulations under the growing pressure from protest groups and non government organization especially regarding to environmental and labor safety aspects.
- The growing inequality is one of the biggest threat to not only globalization but also to capitalism. Grofers Grocery first hand witnessed the impact of it where it has seen lower demand of its products from middle class customers in US and EU market.