

Product Dissection for Flipkart

**Company Overview:**

Flipkart Private Limited is an Indian e-commerce company headquartered in Bangalore. It was founded in 2007 by Sachin Bansal and Binny Bansal and registered in Singapore as a private limited company. Initially started as an online bookstore before expanding into a large range of product categories including electronics, fashion, groceries, and home essentials. In 2018 it was acquired by Walmart and enhanced its capabilities and resources in the e-commerce sector.

Now it is one of India’s leading e-commerce platforms, recognized for its extensive product offerings and customer service and holding 48% market share as of 2024.

### **Product Dissection and Real-World Problems Solved by Flipkart:**

Product Dissection involves a breakdown of various components, features, and functionalities to understand how it works.

Flipkart, one of India’s most popular e-commerce platforms, has encountered various challenges since its inception in 2007. Now we will cover a structured overview of these challenges and the strategies employed to overcome them.

* **Electronics**: A wide range of products including smartphones, Watches, Tablets, Laptops, and accessories from leading brands.

Regularly providing top offers and discounts on electronic items and gadgets to attract customers.

* **Fashion**: Extensive collection of apparel, footwear, and accessories for men, women, and children.

Collaborating with local and international brands, along with exclusive collection and seasonal sales.

* **Home & Kitchen**: Diverse selection of furniture, Home decor, Kitchen appliances, and cookware.

Focused on quality and affordability with a variety of options for all categories of customers.

* **Books and stationery:** wide range of books and stationery with multiple genres including best sellers, academic textbooks, and multiple novels and literature.
* **Groceries and Essentials:** Online Grocery shopping option with attractive offers and discounts on different -different grocery products and top discounts on card payments and UPI payments.
* **Sports and Fitness products:** There’s a huge collection of healthcare products like health supplements, fitness equipment, Sports equipment, and activewear.

Collaborated with top sports & fitness brands to offer exclusive products and deals.

* **Toys and Baby Products:** Wide selection of Toys and games, and baby products for different age groups and also an emphasis on the safety and quality of products. With options for educational products and deals.
* **Beauty & Grooming products:** A variety of beauty products, skincare products, and grooming essentials from popular brands.

Focused on customer reviews and ratings to enhance the quality of products.

* **Customer-centric Features:** User-friendly interface with personalized recommendations based on browsing history.

Easy return policy, and COD payments facility for new users enhanced customers' shopping experience.