ASSESSMENT REPORT

blinkit

India's Last Minute App

Store Launch

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Summary

Overview:

Blinkit is launching a 2000 sq. ft. store in Gurugram, open 18 hours a day, handling 2000 orders daily. This report assesses how many delivery partners (drivers) and store workers are required to fulfill these orders efficiently without compromising Blinkit's unique selling proposition (USP) and customer experience.

Key Findings:

- Estimated 134 drivers required to meet delivery demands.
- Estimated 45 workers required to pick and pack orders efficiently.

Recommendations:

- Optimized shift scheduling for both drivers and workers.
- Effective inventory layout for fast-moving and essential products to reduce picking time.

Assumptions

- Store open **18 hours/day**, handling **2000 orders/day**.
- Average **5 items per order**.
- Delivery partners assigned only when they are physically present at the store.
- Delivery completion time per order (including travel): **30 minutes**.
- Workers pick and pack each order in **10 minutes**.
- Drivers work **8-hour shifts** with a **30-minute break**.
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Delivery Partners (Drivers) Calculation

Objective: Estimate the number of drivers required to fulfill 2000 orders daily.

Step 1: Orders per Driver per Shift

- Each driver works **7.5 hours** (8 hours - 30-minute break).
- Each order (including loading, driving, and delivery) takes **30 minutes**.

  Orders per driver per shift =(7.5×60)/30=**15 orders per shift**

Step 2: Total Drivers Required

- To complete 2000 orders in a day:

  Drivers needed=2000/15=133.33≈**134 drivers per day**

Store Workers Calculation

Objective: Estimate the number of workers required to pick and pack orders efficiently.

Step 1: Orders per Worker per Shift

- Each worker processes one order in **10 minutes**.
- Workers work **7.5 hours** per shift (8 hours - 30-minute break).

  Orders per Worker per shift = (7.5×60)/10=**45 orders per worker**

Step 2: Total Workers Required

- To process 2000 orders daily:
  Workers required=2000/45≈**45 workers**

Inventory Management and store Layout

Inventory Organization:

- **Category Zones:** Organize inventory by product categories (e.g., groceries, household items) for easy access.
- **Fast-Moving Items Zone:** Position frequently ordered items closer to the picking area to reduce walking time.
- **Storage Utilization:** Use vertical shelving to maximize space in the 2000 sq. ft. store.

Store Layout:

- Divide the store into zones for different product categories.
- Create separate areas for incoming goods, order preparation, and pickup by drivers to streamline operations.

Recommendations

1. Shift Scheduling:

- Plan different shift times for drivers and workers so that they don’t all start and finish at the same time. This will help reduce busy periods during peak hours like lunch and dinner, preventing delays.

2. Inventory Management:

- Keep track of stock levels in real time so that items don’t run out unexpectedly, avoiding delays in fulfilling orders.
- Use a system where workers can pick multiple orders at once during busy times, making the process faster.

3. Technology:

- Set up a warehouse management system (WMS) to help track inventory in real time and make picking orders more efficient. This will help organize the store better and speed up operations.

THANK YOU