

MYNTRA



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-08

INTRODUCTION



- Myntra was established by Mukesh Bansal, Ashutosh Lawania and Vineet Saxena in February 2007. Myntra's headquarter is in Bangalore, with regional offices in New Delhi, Mumbai and Chennai.
- Myntra.com is into the e-commerce (online shopping) business. It is an online retailer of fashion and lifestyle products in India.
- Myntra.com is ranked among the top 10 e-commerce companies in India . In the last 3 years, Myntra has become the most popular destination for personalized products in the country.

HISTORY



- ❑ Myntra was established by Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena in February 2007.
- ❑ Headquartered in Bangalore and has been funded by Venture Capital funds like IndoUS, IDG & AccelPartners.
- ❑ Began its operations in the B2B (business to business) segment with the personalization of gifts, which included T-shirts, mugs and caps to name a few. However, in 2010, shifted its strategy to becoming a B2C (business to customer) oriented firm, expanding its catalogue to fashion and lifestyle products.
- ❑ From 2007 to December 2010, it was in the business of online demand personalization. The products ranged from T-shirts, mugs, greeting cards, calendars, key chains, diaries etc.
- ❑ In 2011, it expanded its catalogue to include fashion and lifestyle products and moved away from personalization & tied up with various popular brands to retail a wide range of latest merchandise from these brands.

COMPETITORS



- Myntra undoubtedly enjoyed the first mover advantage in the online retailing business. But myntra's success has been replicated by other countries that have now become competitors for MYNTRA. Some of them are:
- Jabong.com
- Amazon.com
- Yepme.com
- Scopial.com

If the customer is not satisfied with the product

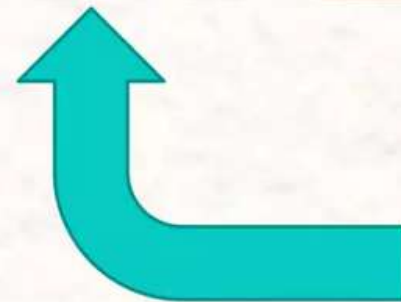
Put a return/exchange request with a valid reason



Pack your product for pick up



Your product will be exchanged or returned as per your request.



REVENUE MODEL



- Myntra is an aggregator of many brands. Its business model is based on procuring current season merchandise from various brands and making them available on the portal at the same time as in respective retail brand outlets. All these products are offered to customers.
- It is a Business to Customer (B to C) revenue model



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Additional VAT may apply; charged at checkout

Coupon code:

TGIF25

Applicable on:
items

Orders above Rs. 2499 when you buy 5 or more

Expires in:

11 hours 51 minutes

Coupon Discount:
VAT)

25% off (Your total saving: Rs. 1436, excluding



VALUE CHAIN ANALYSIS



Support Activities

**Firm
Infrastructure**

**Human
Resource
Management**

Support Activities

Technology

Procurement

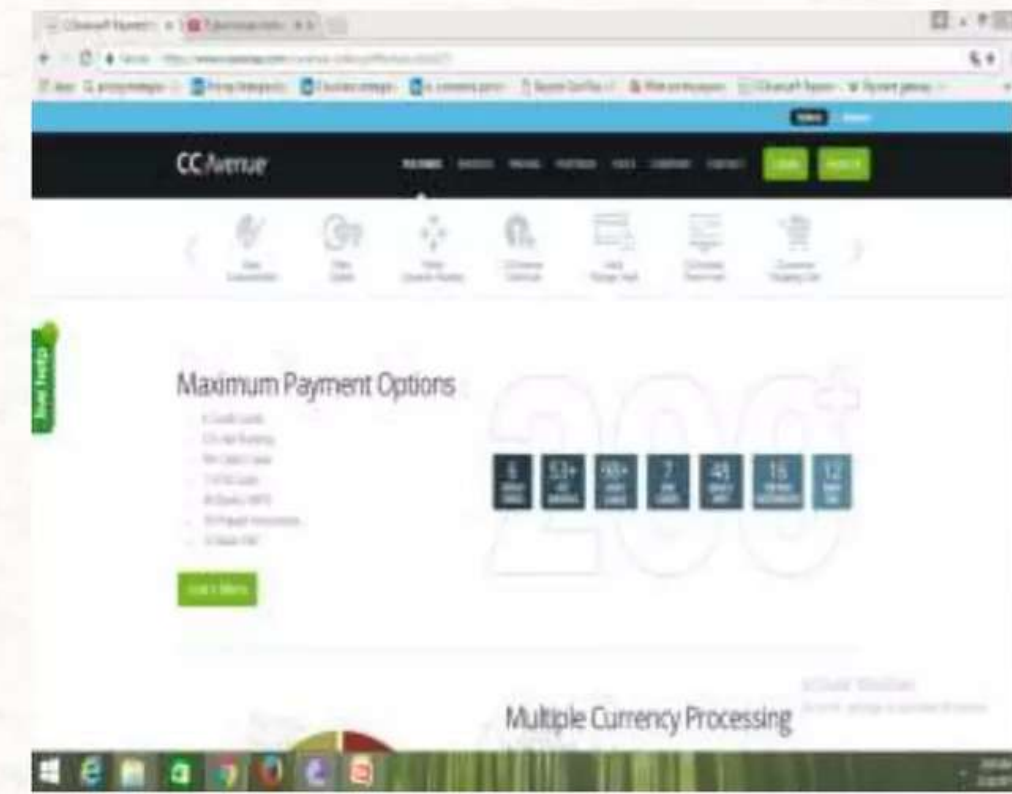
**Outbound
Logistics**

**Marketing
and Sales**

Primary Activities

- KEY FEATURES

1. Maximum payment options.
2. Multiple currency processing.
3. Multiple checkout page.
4. Retry option.
5. Easy customization.
6. Smart dynamic routing.
7. Card storage vault.
8. Auto read SMS & auto fill OTP.
9. CCAvenue F.R.I.S.K.



1. What is the company?

- Myntra is an Indian fashion e-commerce platform that offers a wide range of clothing, footwear, accessories, and lifestyle products for men, women, and kids. It operates solely as an online marketplace, allowing customers to browse and purchase products from various brands.

2. Who is the Founder?

- Myntra was founded in 2007 by Mukesh Bansal, along with Ashutosh Lawania and Vineet Saxena. Mukesh Bansal, in particular, had a vision of creating a one-stop online destination for fashion and lifestyle products in India.

3. What is the problem?

- Before Myntra, traditional retail shopping for fashion and lifestyle products in India was often time-consuming, limited by geographical constraints, and lacked the convenience of browsing through a vast array of options.

4. Why is Myntra solving this problem?

- Myntra aims to revolutionise the way people shop for fashion by providing a convenient and hassle-free online platform. It addresses the limitations of traditional retail shopping by offering a wide selection of products, doorstep delivery, and easy return policies.

5. What is the perceived value of Myntra to people?

- Myntra offers customers convenience, variety, and accessibility. It allows users to explore numerous brands and styles from the comfort of their homes, eliminating the need to visit multiple stores. Additionally, Myntra frequently offers discounts, deals, and exclusive collections, enhancing the perceived value for its customers.

6. Who is the target audience?

- Myntra's target audience comprises fashion-conscious individuals, predominantly in urban areas, who value convenience and choice in their shopping experience. These customers are tech-savvy, digitally connected, and seek trendy and affordable fashion options.

7. How much monetary value are customers ready to invest in Myntra's products?

- The amount customers are willing to spend on Myntra varies depending on factors such as their budget, preferences, and the perceived value of the products. Myntra caters to a wide range of customers, offering products across different price points to accommodate various budgets and preferences.

MYNTRA



THANK YOU