

Business Case Study and Report

**Quikr - from Sparkly Unicorn to Cash-Burning
Startup**

Report by Rohit Singh





Agenda

Company Overview

Timeline

Business Model

How Quikr Works

Quikr Application

Competitor Analysis

Revenue Model

Funding, Revenue and Loss

SWOT

Challenges

Downfall



Quikr

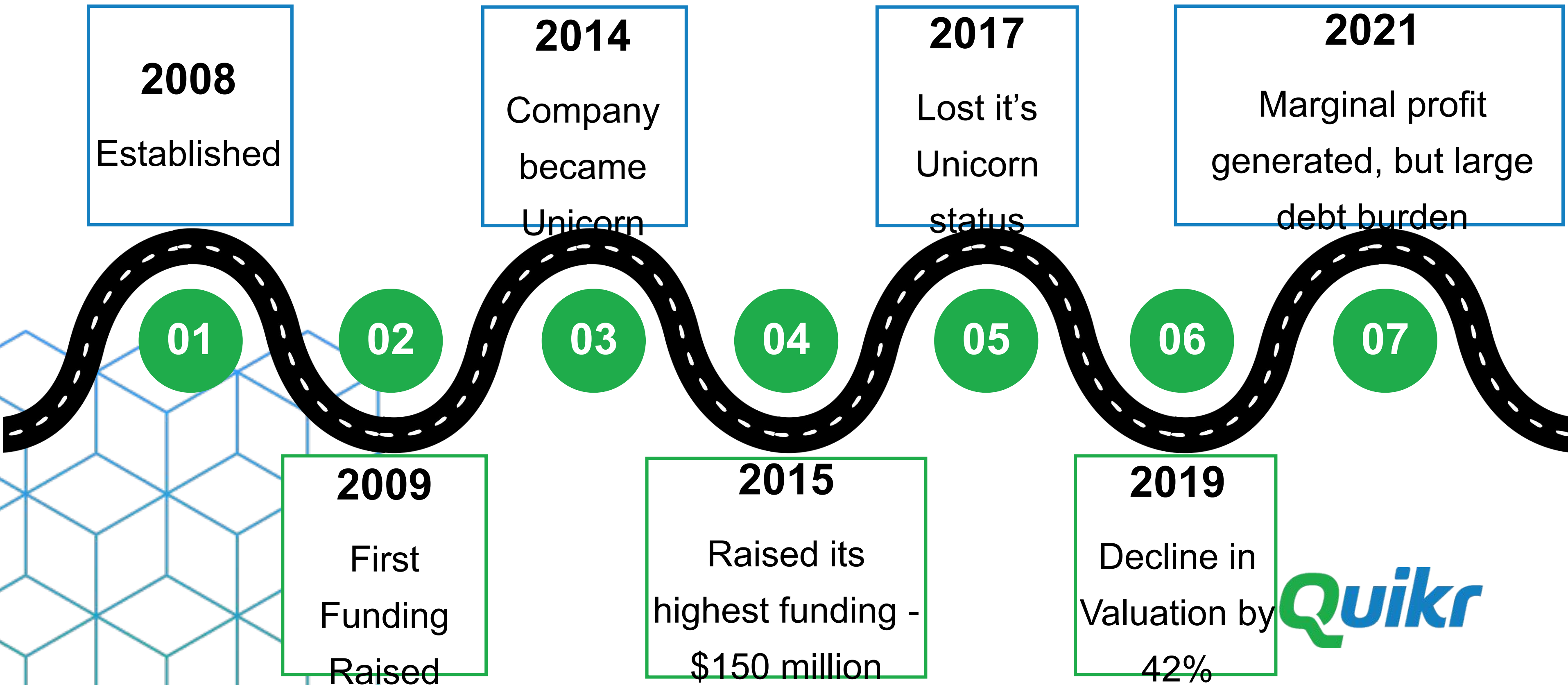


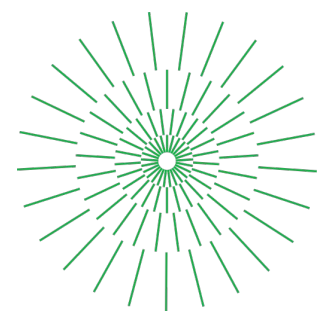
Company Overview

- Founded in 2008 by Pranay Chulet and Jiby Thomas.
- Headquartered in Bangalore, operates across over 1000 cities
- Offering services across various categories such as household goods, mobile phones, cars, jobs, real estate, education, services, and more.
- Quikr allows users to buy and sell a variety of items, find living spaces, promote businesses, and connect with local communities and events.



Timeline





Business Model

Focuses on C2C as well as B2C model.

Key Verticals:

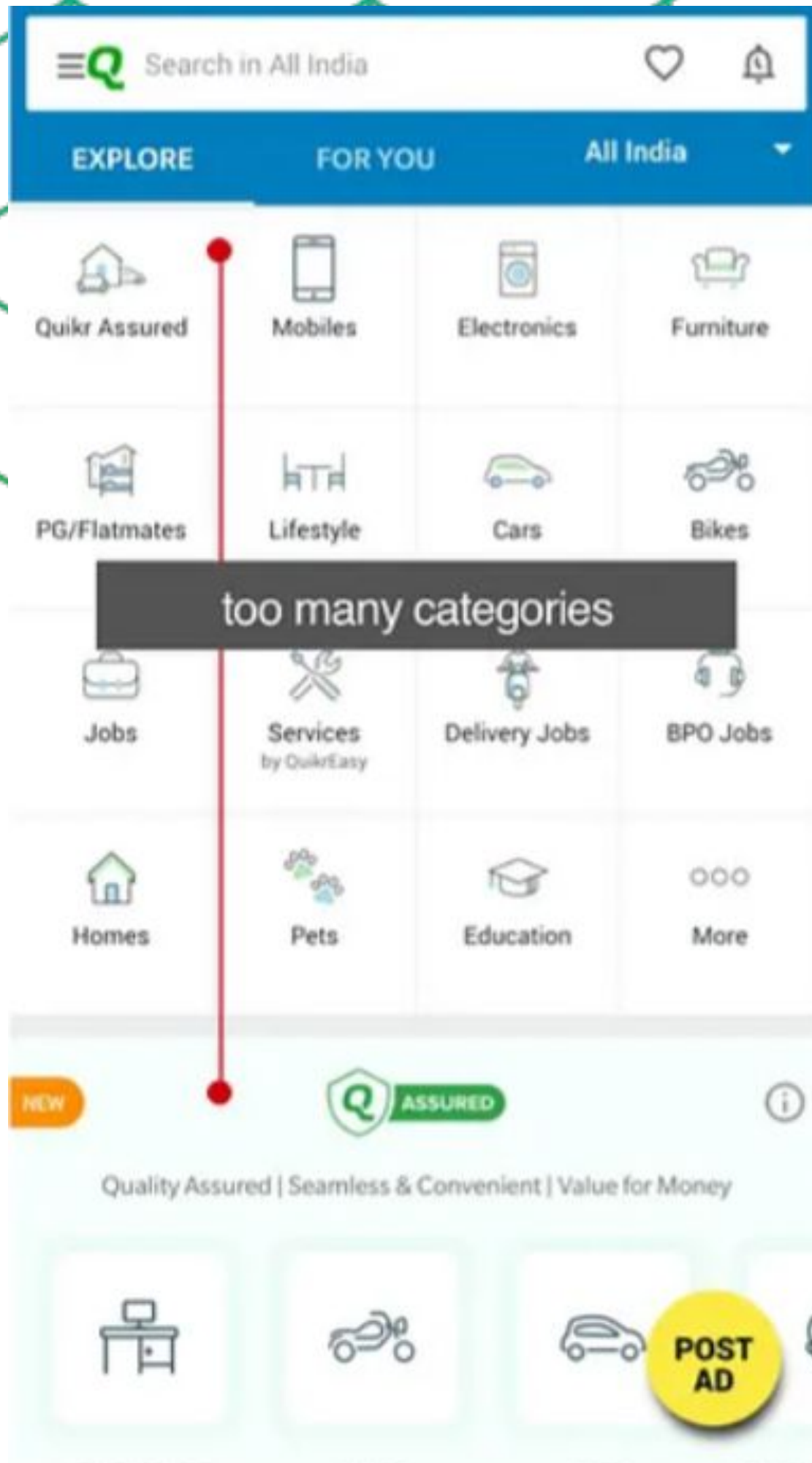
1. Real Estate: Property listings for buying, selling, and renting.
2. Automobiles: Used cars, bikes, and other vehicles.
3. Jobs: Job postings and recruitment services.
4. Services: Home services, repairs, and professional services.
5. C2C Marketplace: Consumer-to-consumer transactions for goods like electronics, furniture, and more.

Core Features:

6. Free Listings: Users can list products and services for free.
7. Premium Services: Paid features like ad promotions, lead generation, and analytics.
8. Quikr Nxt: A communication tool for buyers and sellers to interact securely.



How Quikr works?



Platform Use: Users can post free listings on Quikr for buying, selling, or renting items across various categories.

Free Listings: Users can post without cost, catering to diverse needs.

Community Impact: Quikr empowers users to find housing, sell items, promote local events, and build connections.

Innovative Features:

- *QuikrNXT:* Ensures private transactions.
- *Missed Call Service:* Engages users who are offline.

Overall, Quikr fosters transactions and connections within a vibrant online ecosystem



Quikr application

Task Flow

Buying Process

Login Screen

Location

Categories

Likes

Select Product

View Details

Chat

Negotiate

Fixes a Deal

Transaction

Track Delivery

Selling Process

Login Screen

Location

Categories

Take Photo

Upload Details

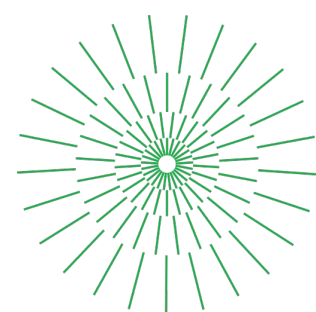
Post

Negotiate

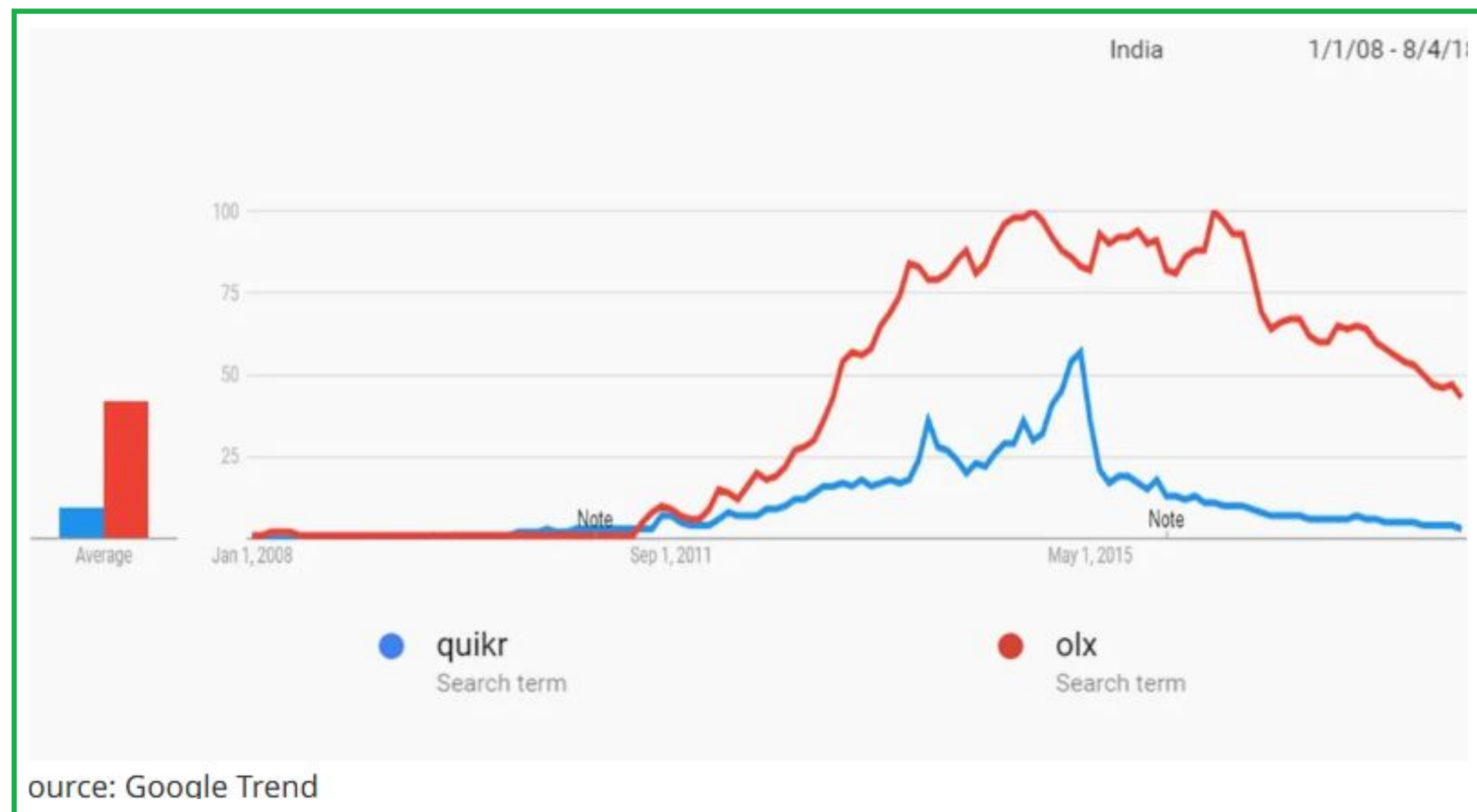
Fixes a Deal

Product is sold

Quikr



Competitor Analysis



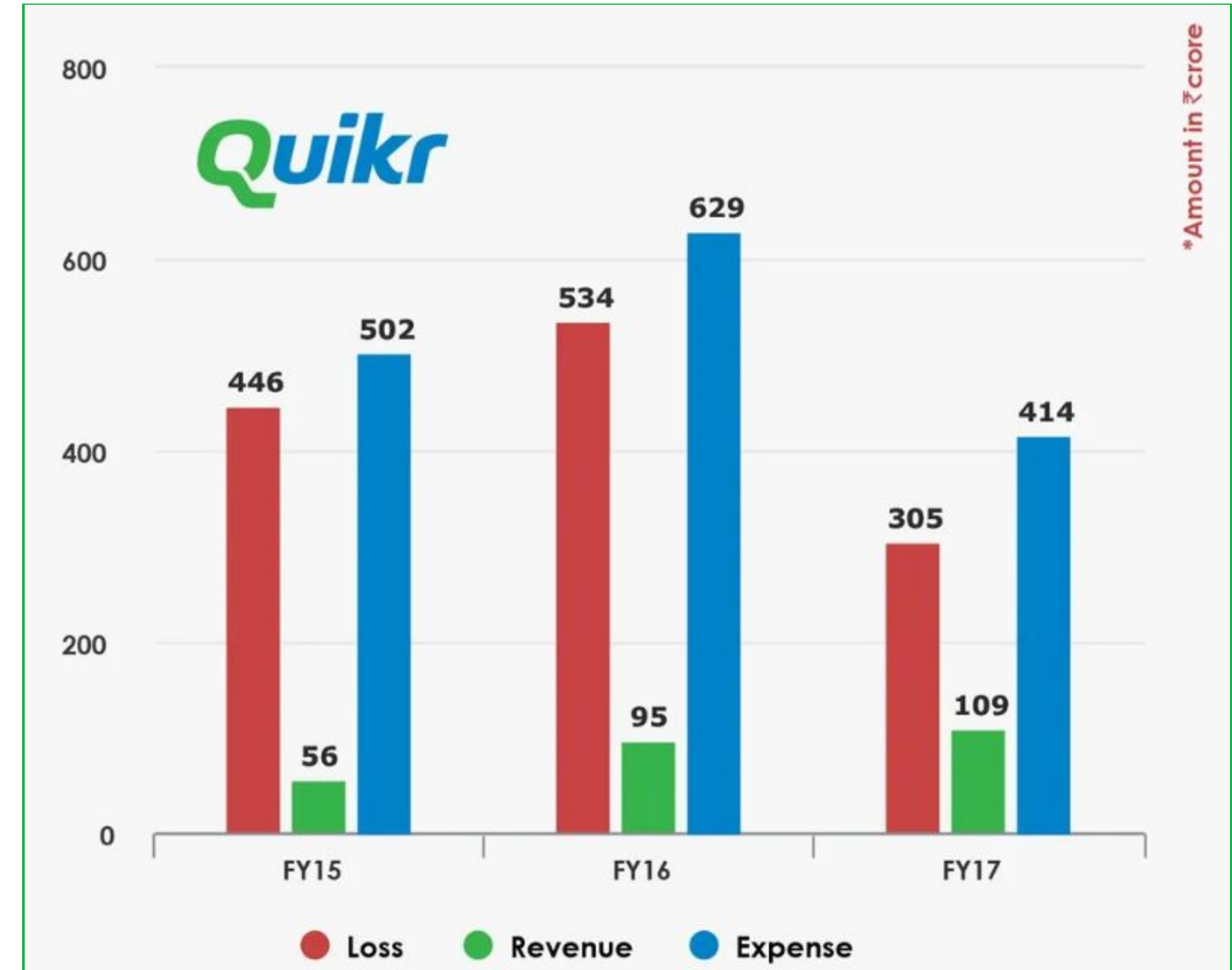
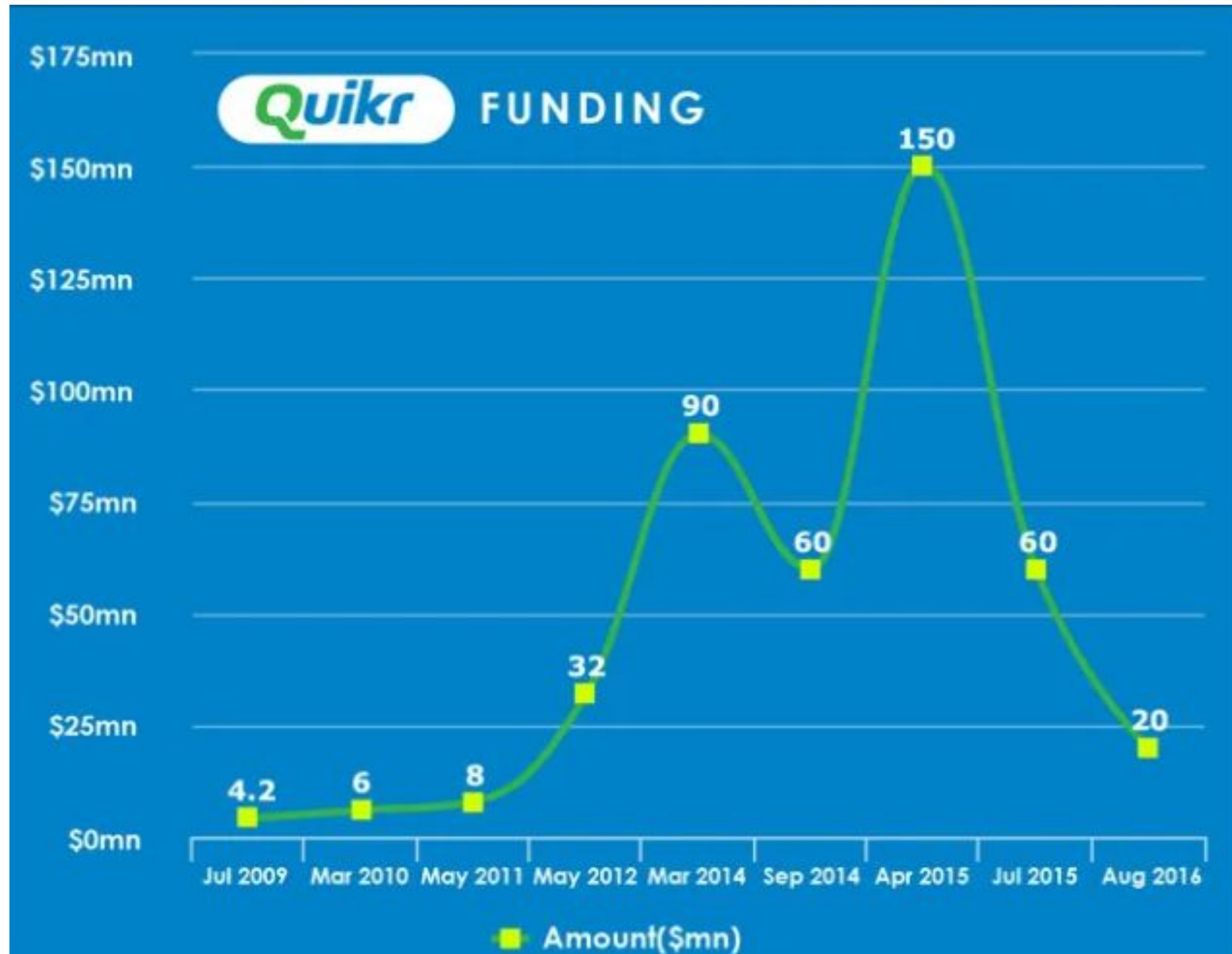
Quikr

Revenue Model

Revenue Sources	Description
Lead Referral Fees	Selling qualified leads to businesses in verticals like real estate, automobiles, and services
Advertising	Businesses and individuals throw cash at Quikr to give their listings a flashy spotlight! More visibility means more eyeballs and potential buyers—ka-ching!
Commission	Commissions on selling/renting of a property
Consultancy Services	Consulting services for managing property or navigating real estate
Value-Added Services	Providing additional services like background verification, home service packages, and insurance.
Non-Operating Income	Interest and gains from financial assets,



Funding, Revenue and Loss



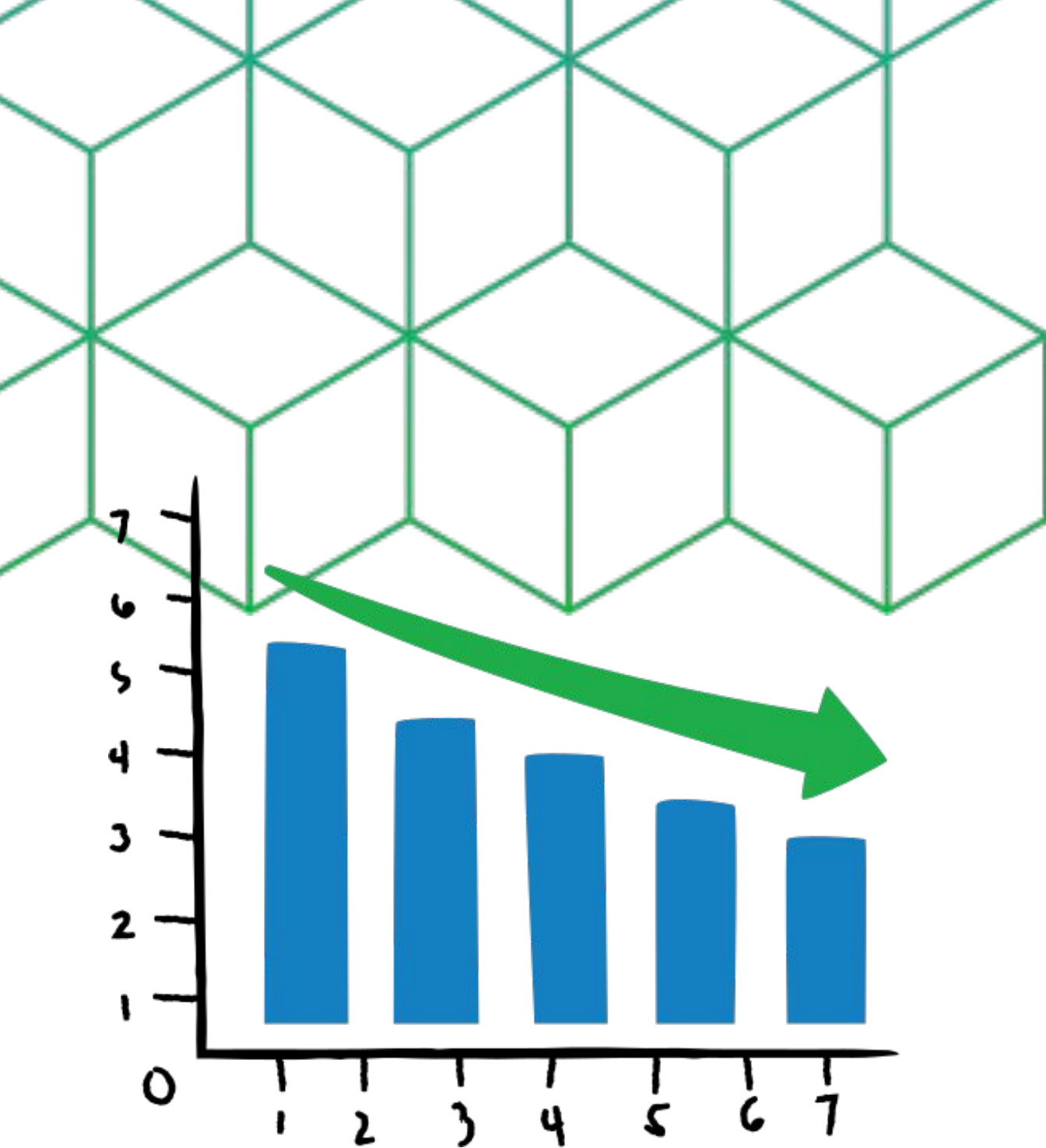
Quikr

S	W	O	T
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Diverse Verticals • Brand Recognition • User Base • Technology 	<ul style="list-style-type: none"> • High Operational Costs • Dependence on Free Listings • Marginal Profits • Debt Burden 	<ul style="list-style-type: none"> • Expansion into Tier 2/3 Cities • AI and Automation • Partnerships 	<ul style="list-style-type: none"> • Intense Competition • Changing User Preferences • Economic Downturns • Regulatory Challenges

Challenges

Challenges Faced	Description
Market Competition	Intense rivalry from local and global platforms makes differentiation difficult.
Monetization Strategy	Transitioning from free listings to a profitable model while balancing user expectations is ongoing.
Trust and Quality Assurance	Maintaining accuracy and reliability of user-generated content is essential to prevent fraud.
User Acquisition and Retention	Attracting and retaining users requires constant enhancement of user experience and engagement.
Mobile Penetration	Ensuring a seamless mobile experience across devices and network conditions is necessary
Changing Consumer Behavior	Rapid shifts in consumer preferences, especially towards mobile-first interactions, require adaptability.
Balancing Scale and Personalization	As Quikr grows, maintaining personalized interactions becomes more difficult.

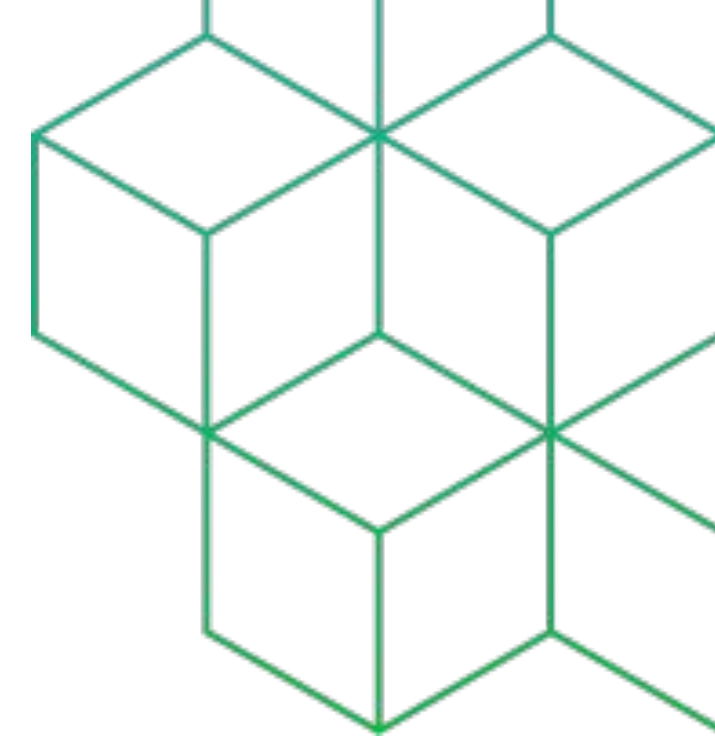
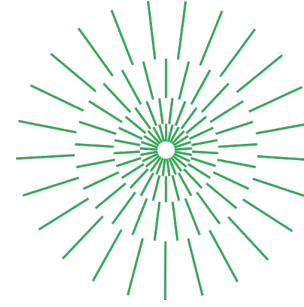




Downfall

- **Fraudulent Transactions:** The discovery of fake transactions in Quikr ' s rentals and cars segments severely harmed its reputation and eroded investor trust.
- **Valuation Downgrade:** In 2020, Swedish investment firm Kinnevik slashed Quikr ' s valuation by 45% following poor performance and inflated revenue issues.
- **Reorganization:** Quikr ' s broad scope, with nearly 24 subcategories, hindered its ability to compete effectively and expand into new markets.
- **Failed to Monetize Acquisitions:** Quikr struggled to generate returns from its numerous acquisitions.
- **Auditor Concerns:** An independent auditor expressed a “qualified opinion” on Quikr ' s consolidated financials due to “material weakness” in its internal controls.





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Quikr