***Filpkart Analysis***

The purpose of your analysis is to assess the current competitive position of the firm and to make recommendations on how to improve that position.

In 2007 Flipkart Company is founded by two IIT graduates Sachin Bansal and Binny Bansal. It is e-commerce Company that online shopping is popular in India. Its offers various product like various books, laptops, dresses, mobile phone, etc. In starting it offers selling book online and later its offer many products.

 1. SWOT analysis on Flipkart

2. Pestel framework.

3. About industry.

4. Competitor analysis.

5. Porter’s five force’s model.

6. Current competitive position- generic porter’s framework.

7. Actions recommended improving its position.

**SWOT Analysis of flipkart**

What is SWOT?

S: Strengths; W: Weaknesses; O: Opportunities; T: Threats

Strengths:

* Stronge brand value: Flipkart Company is easily entered in online E-commerce industry. So its owns its strong brand value.
* Own Logistics Arm e kart: It developed its own logistics arm E-kart, which initially used in house delivery.
* Own Online payment gateway solution Payzippy:  Recently, it has developed its own payment gateway solution provider, where customers can save their credit card details, Payzippy.
* Own Marketplace model: Flipkart has its own marketplace model where sellers need to register in this platform and buyers can negotiate with the sellers on varied service levels and it also helps company to reduce its own inventory. Flipkart will just deliver those products.

Attractive Marketing Strategy.
 Strong Brand value: Investor’s & Customer’s
trust.
 Own Logistics Arm e-kart.
 Own Onli...

**Weaknesses:**

* Investor driven organization**Or**lack of Independent board
* Secretive and Political Culture.
* Excessive focus on expanding customer base rather than pulling profits.
* Most of the money has been invested by Venture firms like Tiger global and Accel Partners.  SO, most of the decisions that are taken by founders of firm have to been approved by Investors.
* Secretive and political culture is followed in this company while they are recruiting hires which are creating problems in this company.
* Flipkart is excessively focusing on expanding customer base rather than pulling profits in the process having cash burn.

**Opportunities:**

* Flipkart can venture into online apparel and fashion business, where the gross margins are higher.
* Flipkart can offer its logistics services to its competitors in online retail sector with its logistics arm E-kart. With online commerce sector going to boom in the coming years, online transactions are going to increase. So, if Flipkart offers its logistics services to its competitors, it can gain money from those transactions.

**Threats:**

Flipkart is facing a lot of competition from some of the online retailers like Amazon, Snapdeal, Indiaplaza, Homeshop18 etc.