

Meesho

Product Dissection on MEESHO

Company Overview:

Fashnear Technologies Private Limited known as **Meesho** is an Indian e-commerce company headquartered in Bengaluru . It is an online marketplace that facilitates trade between suppliers, resellers and customers, with heavy reliance of external social media platforms such as Facebook and Instagram. Fashnear Technologies Private Limited was established by IIT delhi graduates Vidit Aatrey and Sanjeev Barnwal in December, 2015 as an on-demand delivery service like Swiggy but for fashion products from local shops. In 2016, the founders came up with the idea of re-establishing the platform as Meesho, one that would enable country-wide shipping for resellers with the use of social media sites as tools for marketing.

Product Dissection and Real-World Problems Solved by Meesho:

What Meesho does?

Fashion: This includes apparel for men, women, and children, along with accessories like jewelry, bags, and footwear. Analysis would involve looking at price points, materials, styles, brands (if any), and the range of sizes offered.

Home & Kitchen: This category encompasses home décor items, kitchenware, appliances, furniture, and bedding. Dissection here involves assessing functionality, materials, design, and utility for everyday living.

Beauty & Personal Care: This includes cosmetics, skincare, haircare, and personal hygiene products. Analysis focuses on ingredients, brands, suitability for different skin types, and price ranges.

Electronics & Accessories: This might include mobile accessories, small gadgets, and electronic peripherals. Dissection involves looking at specifications, compatibility, brands, and functionality.

Other Categories: Meesho also features categories like kids & baby products, sports & fitness, and more. Each category can be analyzed based on the specific needs it caters to.

Real World Problems Solved by Meesho:

Price sensitivity: A significant portion of Meesho's offerings caters to budget-conscious

consumers. Analysis would reveal a wide array of affordable products across categories.

Variety and Long Tail: Meesho aims to provide a vast selection, including products from smaller, local sellers who might not have access to larger platforms. Dissection would show a long tail of niche products alongside more mainstream items.

Quality Consistency: Reviews suggest that product quality can be inconsistent due to the diverse seller base. Analyzing customer feedback for specific products is crucial.

Focus on Unbranded/Value Brands: While some branded products might be available, a large part of the inventory consists of unbranded or lesser-known brands, often emphasizing value for money.

Zero commission model: Unlike many other e-commerce platforms, Meesho has a zero-commission policy for sellers. This allows them to retain their entire profit margin, making it an attractive option.

Empowering women entrepreneurs: Meesho has been particularly successful in enabling women to start and run their businesses from home, contributing to their financial independence and empowerment.

Case Study:

Real world Problems and their solutions

Meesho faced many problems with delivery partners and customers and therefore it came with solutions with all those problems.

Problem 1:

Poor Product Quality and Inaccurate Listings: Customers frequently complain about receiving products that don't match the description or images, are of low quality, or are even fake or damaged

solutions:

Stricter Seller Verification: Implement a more rigorous process for onboarding sellers, including verification of their products and business practices.

Enhanced Quality Checks: Introduce stricter quality control measures, potentially including product sampling or third-party inspections.

Improved Product Information: Mandate detailed and accurate product descriptions, high-quality images, and possibly even videos. Encourage sellers to provide real-time stock information.

Problem 2:

Delayed or Non-Delivery of Orders: Many users report significant delays in receiving their orders, or even cancellations without proper reasons.

Solutions:

Logistics Optimization: Invest in and optimize their logistics network to improve delivery speed and reliability across all serviceable pin codes in India, including rural areas.

Real-time Tracking and Communication: Provide accurate and real-time order tracking information and proactive communication about potential delays.

Address Non-Serviceable Pincodes: Clearly communicate any pin code serviceability issues to customers *before* order placement.

Problem 3:

Difficult or Unsuccessful Returns and Refunds: Customers often face hurdles in returning products and getting their refunds processed in a timely manner. Some even report returns being auto-cancelled without resolution. This problem was faced from both the seller end and the customer end.

Solution:

Simplified Return Process: Streamline the return process within the app, making it more user-friendly and transparent.

Faster Refund Processing: Adhere to the stated refund timelines and provide clear communication about the status of refunds.

Improved Customer Support for Returns: Train customer support to efficiently handle return and refund inquiries and empower them to resolve issues effectively.

Fair and Transparent Return Policies: Clearly define return policies and ensure they are consistently applied. Avoid arbitrary rejection of returns.

Problem 4:

Poor Customer Support: Users frequently express frustration with the lack of helpful and responsive customer service.

Solution:

Invest in Customer Support Training: Equip customer support agents with the necessary knowledge, tools, and empathy to handle customer issues effectively.

Multiple Support Channels: Offer various support channels (e.g., phone, email, chat) and ensure they are adequately staffed and responsive.

Problem 5:

Logistics Challenges and Costs: While Meesho offers logistics support, sellers might face issues with pickup, delivery, and return shipping costs.

Solution:

Optimize Logistics Costs: Continuously work to reduce shipping and return costs for sellers.

Efficient Pickup and Delivery: Ensure reliable and timely pickup of products from sellers and delivery to customers.

Top Features of Meesho

For Customers:

- **Wide Range of Affordable Products:** Meesho offers a vast selection of products across categories like fashion, home & kitchen, electronics, beauty, and more, often at budget-friendly prices. You can find everything from the latest clothing trends to everyday household essentials.
- **Free Delivery:** A significant advantage for buyers is the free delivery offered on all orders, often with no minimum order value. This reduces the overall cost of shopping.

- **Cash on Delivery (COD):** The availability of the COD payment option builds trust and convenience for users who may be hesitant about online payments, especially in smaller towns. You can pay for your order when it is delivered to your doorstep.
- **Easy Returns and Refunds:** Meesho generally has a customer-friendly 7-day free return and refund policy, ensuring that you can get your money back if you're not satisfied with the product, often with no questions asked.
- **Secure Payments:** For online payments, Meesho provides safe and secure payment gateways, including options like UPI, credit/debit cards, and net banking, protecting your financial information through encryption.
- **User-Friendly App Interface:** The Meesho Android app is designed with an intuitive and simple layout, making it easy for users to navigate through product categories, search for items, and manage their orders.
- **Order Management:** Customers can efficiently manage their orders through a dedicated "Orders" section, tracking their shipment status and viewing order history with details like delivery updates and expected arrival dates.

For Sellers:

- **Zero Commission:** A standout feature for sellers is Meesho's zero-commission policy, allowing them to keep 100% of their profit without any deductions on sales.
- **Access to a Large Customer Base:** Sellers gain access to millions of active customers across India who shop on the Meesho platform, expanding their market reach significantly.
- **Pan-India Logistics Support:** Meesho provides logistics support, covering a vast number of pin codes across India, handling shipping and delivery of products, which simplifies operations for sellers. Their logistics arm, Valmo, further streamlines this process.
- **Easy Registration and Onboarding:** The platform offers a quick and easy registration process for sellers with minimal documentation required to start selling online.
- **Seller-Friendly Dashboard:** The Meesho Supplier Panel provides a centralized platform for sellers to manage their online business, including product listing, inventory management, order tracking, and payment monitoring.
- **Business Insights and Analytics:** Sellers can access sales analytics and reports within the Supplier Panel to gain insights into sales trends and customer behavior, helping them make informed business decisions.

Schema description:

This schema would represent the core entities and their relationships. The actual internal database schema of Meesho is proprietary and far more complex, but this gives a good high-level understanding of what data structures would be involved.

Core Entities and their Attributes:

1. Users (Customers/Buyers)

- **user_id (PK, INT, AutoIncrement)** - Unique identifier for the user.
- **first_name (VARCHAR)** - User's first name.
- **last_name (VARCHAR)** - User's last name.
- **email (VARCHAR, UNIQUE)** - User's email address (optional, phone might be primary).
- **phone_number (VARCHAR, UNIQUE)** - User's mobile number (often primary login).
- **password_hash (VARCHAR)** - Hashed password for security.
- **profile_picture_url (VARCHAR)** - URL to the user's profile picture.
- **registration_date (DATETIME)** - When the user registered.
- **last_login_date (DATETIME)** - Last time the user logged in.
- **is_active (BOOLEAN)** - Whether the account is active.

2. Addresses

- **address_id (PK, INT, AutoIncrement)** - Unique identifier for an address.
- **user_id (FK, INT)** - Links to the Users table (for saved addresses).
- **full_name (VARCHAR)** - Recipient's name for this address.
- **phone_number (VARCHAR)** - Recipient's phone for this address.
- **address_line_1 (VARCHAR)** - Street address.
- **address_line_2 (VARCHAR)** - Apartment, suite, etc. (optional).
- **city (VARCHAR)** - City.
- **state (VARCHAR)** - State.
- **pincode (VARCHAR)** - Postal code.
- **country (VARCHAR)** - Country (e.g., "India").
- **address_type (ENUM: 'Home', 'Work', 'Other')** - Type of address.
- **is_default_shipping (BOOLEAN)** - If this is the user's default shipping address.
- **is_default_billing (BOOLEAN)** - If this is the user's default billing address.

3. Sellers (Suppliers)

- **seller_id** (PK, INT, AutoIncrement) - Unique identifier for the seller.
- **business_name** (VARCHAR) - Seller's registered business name.
- **contact_person_name** (VARCHAR) - Name of the contact person.
- **email** (VARCHAR, UNIQUE) - Seller's business email.
- **phone_number** (VARCHAR, UNIQUE) - Seller's business phone.
- **password_hash** (VARCHAR) - Hashed password.
- **gst_in** (VARCHAR) - GST Identification Number (if applicable).
- **bank_account_number** (VARCHAR) - For payouts.
- **bank_ifsc_code** (VARCHAR) - Bank's IFSC code.
- **pickup_address_id** (FK, INT) - Links to an Addresses table entry for seller's pickup location.
- **average_rating** (DECIMAL) - Calculated average rating from seller reviews.
- **registration_date** (DATETIME) - When the seller registered.
- **is_active** (BOOLEAN) - Whether the seller account is active.
- **is_verified** (BOOLEAN) - Whether the seller has been verified.

4. Categories

- **category_id** (PK, INT, AutoIncrement) - Unique identifier for the category.
- **category_name** (VARCHAR) - Name of the category (e.g., "Sarees", "Home Decor").
- **parent_category_id** (FK, INT, NULLABLE) - Links to self for subcategories (e.g., "Women's Fashion" could be parent to "Sarees").
- **description** (TEXT) - Description of the category.
- **image_url** (VARCHAR) - URL for category image.
- **is_active** (BOOLEAN) - Whether the category is visible.

5. Products

- **product_id** (PK, INT, AutoIncrement) - Unique identifier for the product.
- **seller_id** (FK, INT) - Links to the Sellers table.
- **category_id** (FK, INT) - Links to the Categories table.
- **product_name** (VARCHAR) - Title/name of the product.
- **description** (TEXT) - Detailed description of the product.
- **sku** (VARCHAR, UNIQUE with seller_id) - Stock Keeping Unit.

- **base_price (DECIMAL)** - The original price of the product.
- **selling_price (DECIMAL)** - The current price after any discounts (this is what the customer pays).
- **stock_quantity (INT)** - Current inventory level.
- **weight_grams (INT)** - Product weight for shipping.
- **dimensions_cm (VARCHAR)** - Product dimensions (e.g., "LxWxH").
- **material (VARCHAR)** - Main material of the product.
- **color (VARCHAR)** - Primary color.
- **brand_name (VARCHAR)** - Brand (often unbranded for Meesho's target market).
- **average_rating (DECIMAL)** - Calculated average rating from product reviews.
- **date_added (DATETIME)** - When the product was listed.
- **last_updated (DATETIME)** - Last modification date.
- **is_active (BOOLEAN)** - Whether the product is listed and visible.
- **is_featured (BOOLEAN)** - If the product is specially featured.

6. ProductImages

- **image_id (PK, INT, AutoIncrement)** - Unique identifier for the image.
- **product_id (FK, INT)** - Links to the Products table.
- **image_url (VARCHAR)** - URL of the product image.
- **is_primary (BOOLEAN)** - Whether this is the main display image.
- **sort_order (INT)** - Order in which images should be displayed.

7. Orders

- **order_id (PK, INT, AutoIncrement)** - Unique identifier for the order.
- **user_id (FK, INT)** - Links to the Users table.
- **order_date (DATETIME)** - Date and time the order was placed.
- **order_status (ENUM: 'Pending', 'Confirmed', 'Processing', 'Shipped', 'Out for Delivery', 'Delivered', 'Cancelled', 'Returned', 'Refunded')** - Current status of the order.
- **shipping_address_id (FK, INT)** - Links to the Addresses table.
- **billing_address_id (FK, INT)** - Links to the Addresses table.
- **total_amount (DECIMAL)** - Total amount paid by the customer for this order.
- **total_items_price (DECIMAL)** - Sum of (selling_price * quantity) for all items.

- **shipping_charges (DECIMAL)** - Shipping cost for the order (often 0 for Meesho).
- **discount_amount (DECIMAL)** - Any discounts applied to the order.
- **payment_method (ENUM: 'COD', 'UPI', 'Credit Card', 'Debit Card', 'Net Banking')** - Method used for payment.
- **payment_id (FK, INT, NULLABLE)** - Links to Payments table.
- **expected_delivery_date (DATE)** - Estimated delivery date.
- **actual_delivery_date (DATE, NULLABLE)** - Actual date of delivery.

8. OrderItems (Line items in an order)

- **order_item_id (PK, INT, AutoIncrement)** - Unique identifier for this item within an order.
- **order_id (FK, INT)** - Links to the Orders table.
- **product_id (FK, INT)** - Links to the Products table.
- **seller_id (FK, INT)** - Links to Sellers (denormalized for easier order processing for seller).
- **quantity (INT)** - Number of units of this product ordered.
- **price_at_purchase (DECIMAL)** - Price of the product at the time the order was placed.
- **item_status (ENUM: 'Processing', 'Shipped', 'Delivered', 'Cancelled', 'Returned')** - Status for this specific item in the order.

9. Payments

- **payment_id (PK, INT, AutoIncrement)** - Unique identifier for the payment.
- **order_id (FK, INT)** - Links to the Orders table.
- **user_id (FK, INT)** - Links to the Users table.
- **payment_date (DATETIME)** - Date and time of payment.
- **amount (DECIMAL)** - Amount paid.
- **payment_status (ENUM: 'Pending', 'Successful', 'Failed', 'Refunded')** - Status of the payment.
- **transaction_id (VARCHAR, UNIQUE)** - Unique ID from the payment gateway.
- **payment_gateway_response (TEXT)** - Full response from the gateway.

10. Shipments

- **shipment_id (PK, INT, AutoIncrement)**
- **order_id (FK, INT)** - Links to Orders.

- **order_item_id** (FK, INT, NULLABLE) - If shipment is per item, else NULL for whole order.
- **tracking_number** (VARCHAR, UNIQUE) - Courier tracking number.
- **courier_partner** (VARCHAR) - Name of the logistics partner (e.g., Valmo, Delhivery).
- **shipped_date** (DATETIME) - When the item/order was shipped.
- **estimated_delivery_date** (DATE)
- **actual_delivery_date** (DATETIME, NULLABLE)
- **shipment_status** (ENUM: 'Packed', 'Shipped', 'In Transit', 'Out for Delivery', 'Delivered', 'RTO Initiated', 'RTO Delivered')

11. Reviews

- **review_id** (PK, INT, AutoIncrement) - Unique identifier for the review.
- **product_id** (FK, INT) - Links to the Products table.
- **user_id** (FK, INT) - Links to the Users table.
- **seller_id** (FK, INT, NULLABLE) - If reviewing the seller directly or product from a specific seller.
- **rating** (INT, Range 1-5) - Star rating.
- **comment** (TEXT, NULLABLE) - Textual review.
- **review_images_urls** (TEXT, NULLABLE) - Comma-separated URLs of images uploaded by the reviewer.
- **review_date** (DATETIME) - When the review was submitted.
- **is_approved** (BOOLEAN) - For moderation purposes.

12. Advertisements (Simplified)

- **ad_id** (PK, INT, AutoIncrement)
- **seller_id** (FK, INT) - Links to Sellers.
- **product_id** (FK, INT, NULLABLE) - If ad is for a specific product.
- **campaign_name** (VARCHAR)
- **ad_type** (ENUM: 'Product Listing Ad', 'Banner Ad')
- **start_date** (DATETIME)
- **end_date** (DATETIME)
- **budget** (DECIMAL)
- **status** (ENUM: 'Active', 'Paused', 'Ended', 'Draft')

13. Promotions / Discounts (Simplified)

- **promotion_id** (PK, INT, AutoIncrement)
- **promotion_name** (VARCHAR)

- **description** (TEXT)
- **discount_type** (ENUM: 'Percentage', 'Fixed Amount')
- **discount_value** (DECIMAL)
- **start_date** (DATETIME)
- **end_date** (DATETIME)
- **applicable_to_products** (TEXT) - e.g., specific product IDs, category IDs.
- **min_order_value** (DECIMAL, NULLABLE)
- **usage_limit_per_user** (INT, NULLABLE)
- **coupon_code** (VARCHAR, UNIQUE, NULLABLE)

ER Diagram

