

Snapdeal CaseStudy :-

About Snapdeal :-

- Snapdeal is an Indian e-commerce company based in New Delhi, India. The company was started by Kunal Bahl and Rohit Bansal in February 2010.
- It is a daily deals website that features discount offers across lifestyle segments such as dining, health & beauty, entertainment and travel. It also offers discounts on products like electronics, perfumes, watches, bags, sunglasses, coaching classes, apparels and mobile phones.
- From the merchant's standpoint, they are passing on the customer acquisition cost in the form of a discount offer. For the merchants who partner with Snapdeal, it is a cost-effective channel for acquiring new customers. It also works as a risk-free alternate marketing channel. Snapdeal.com serves as an advertising platform for merchants and a discount platform for customers.
- In June 2010, Snapdeal.com acquired Bangalore-based group buying site, Grabbon.com for an undisclosed amount.

Snapdeal Sign Up Procedure:

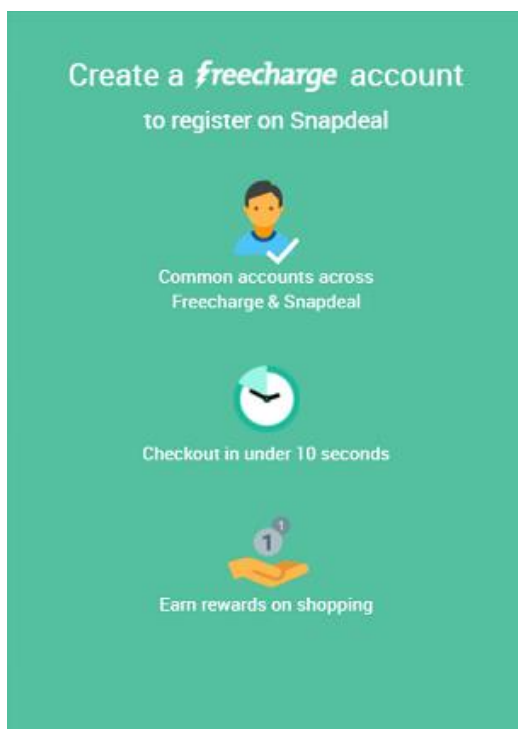
Below we are providing step by step procedure to create an account or register or log in to the snapdeal.com

- To create an account in Snapdeal, you need to go to snapdeal.com
- Move to the top right corner and you will find login option.

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- When you click on the log in button a new window will open showing 2 options login or register. If you already have an account in Snapdeal click on the login button or else to create a new account click on register. Then you will get register page, then you need to enter your mobile number and click on continue button.



Register

Create a Freecharge account

Mobile number and email

By continuing with registration I agree to [Terms & Conditions](#)

OR

[Facebook](#) [Google +](#)

Already a member with us? [Login](#)

- Snapdeal Register With Mobile No.



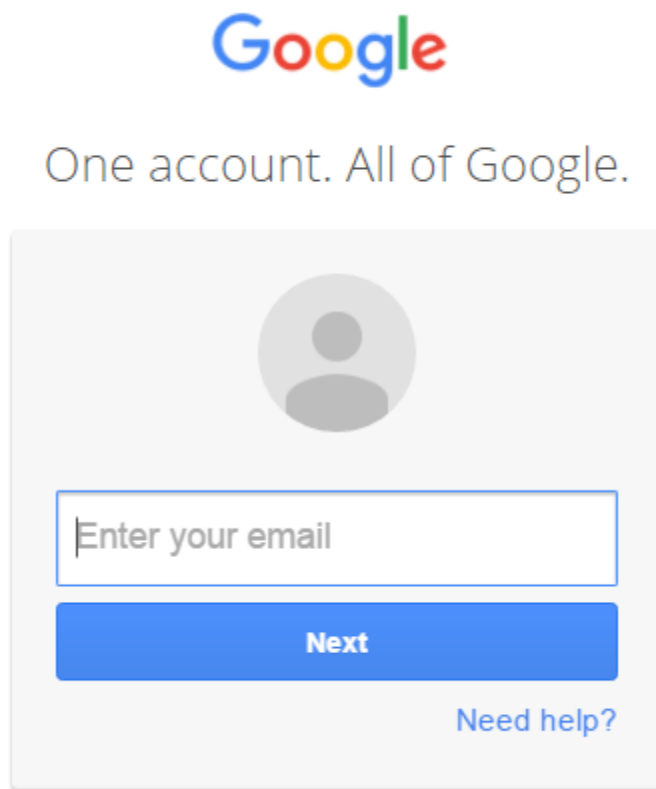
The image shows the Snapdeal registration page. At the top, it says "Register". Below this, there is a navigation bar with a left arrow and the text "Want to go back", and a central icon of an envelope and a mobile phone with the text "Register using Email/Mobile". To the right of this is a form with the following fields: "Mobile Number" (with a red asterisk indicating it is required), "Email Address", "Password", "Confirm Password", and "Enter Pincode". Below these fields is a note: "Password should have a minimum of 6 characters, at least 1 numeric and 1 alphabet". At the bottom of the form is an orange button labeled "REGISTER". Below the button, it says "freecharge account".

- Snapdeal Register Through Facebook:



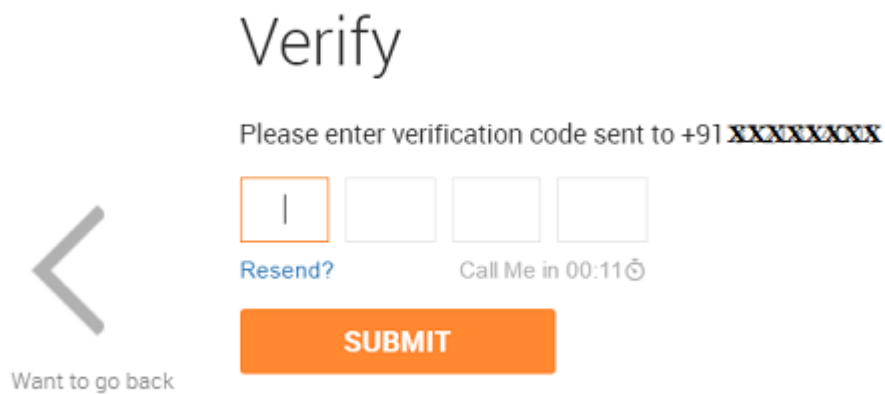
The image shows the Snapdeal registration page for Facebook. At the top, it says "Now choose your preferred mode of signup". Below this is a blue button with the Facebook logo and the text "SIGN UP WITH FACEBOOK". Below this is a horizontal line with a circle containing the text "OR". Below this is a form with the following fields: "Email Id:" (with a placeholder "eg. xyz@gmail.com"), "Password:", "Confirm Password:", and "Gender:" (with radio buttons for "Male" and "Female"). At the bottom of the form is a blue button labeled "SUBMIT >".

- You can also register with your existing Gmail Account. Enter your Gmail id and password to register in Snapdeal.



The image shows the Google account creation interface. At the top is the Google logo. Below it is the text "One account. All of Google." In the center is a light gray box containing a circular profile picture placeholder. Below the placeholder is a text input field with the placeholder text "Enter your email". Under the input field is a blue button labeled "Next". At the bottom right of the gray box is a blue link that says "Need help?"

- You need to enter 4 digits pin to verify your phone number.



The image shows the "Verify" screen for a phone number. The title "Verify" is at the top. Below it is the text "Please enter verification code sent to +91 XXXXXXXX". There are four input boxes for the verification code; the first box contains the digit "1". Below the first box is a blue link "Resend?". To the right of the input boxes is a timer "Call Me in 00:11" with a refresh icon. At the bottom center is an orange button labeled "SUBMIT". On the left side, there is a large gray left-pointing arrow and the text "Want to go back" below it.

- You can change your Snapdeal password once your account gets verified.

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Shop

snapdeal

Search products & brands

?

Track Order

Account

Home > My Account > Change Password

MY ACCOUNT

ORDERS

Orders

FREECHARGE

Balance

Saved Cards

Saved Addresses

Change Password

PROFILE

Shortlist

Shopping List

CHANGE PASSWORD

Current Password *

New Password *

Confirm New Password *

Submit

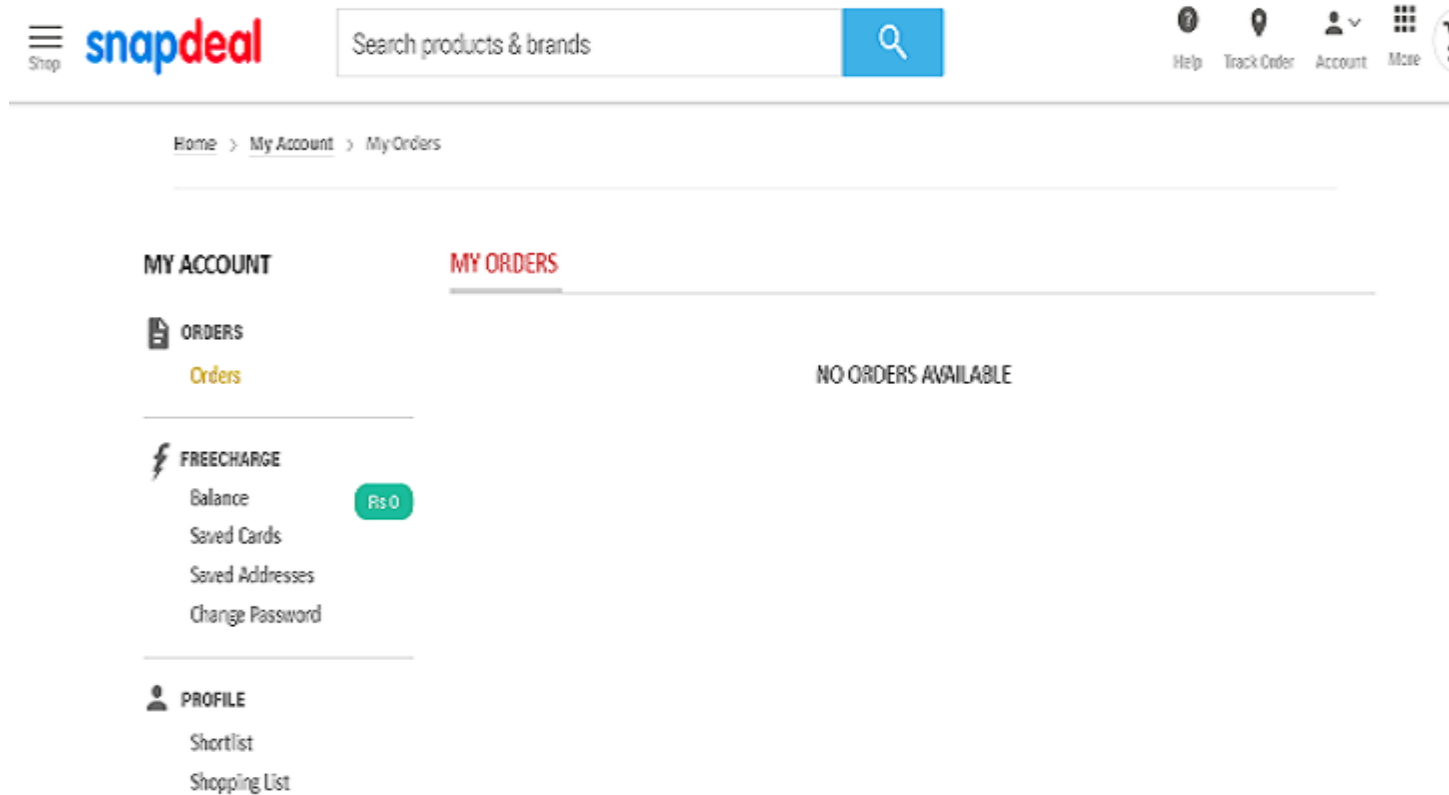
Password should have a minimum of 6 characters, at least 1 numeric and 1 alphabet

This is how your Snapdeal account looks like after registering. Now you can continue your shopping with ease.

ETAICT

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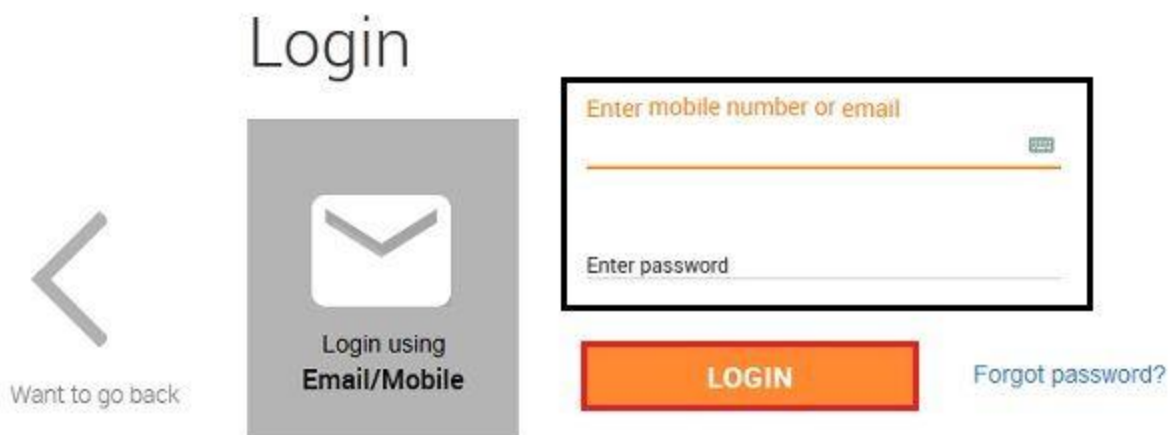
That's it! your account will be created on Snapdeal.com. Now you can buy anything online by using snapdeal.com

Steps to Buy things from Snapdeal

Step 1: Open Snapdeal official website, i.e "**www.snapdeal.com**". On the homepage, you may see "**Login**" and "**Register**" option. In order to buy anything from snapdeal, you need to register yourself first by creating a snapdeal account. You can refer this post "How to a create snapdeal account"

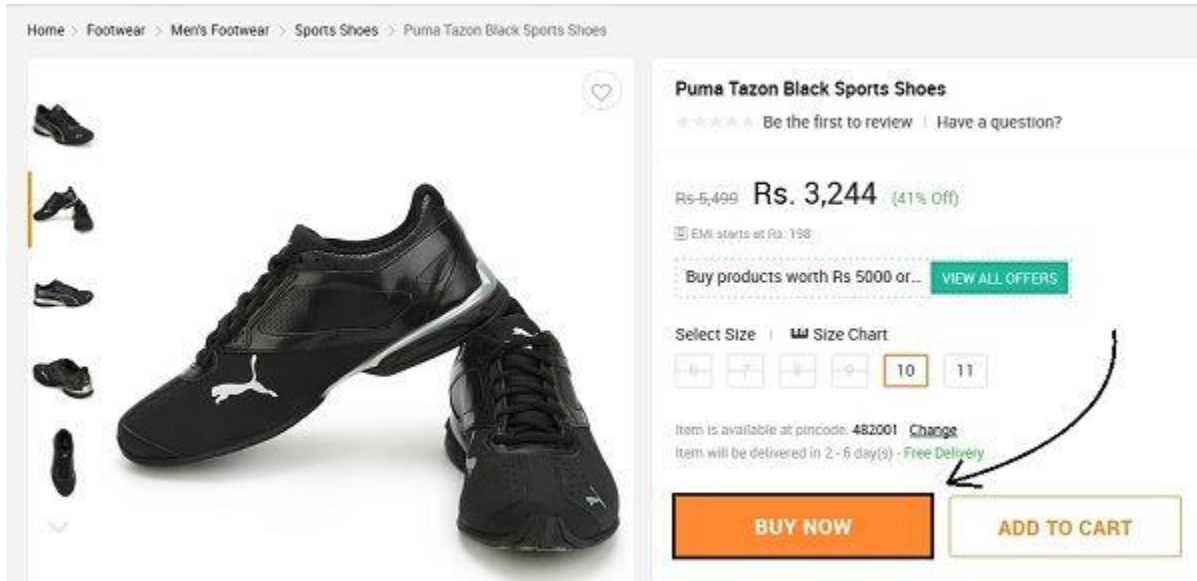


Step 2: In the next step, you need to enter your email address with your snapdeal password in order to login to your Snapdeal account.

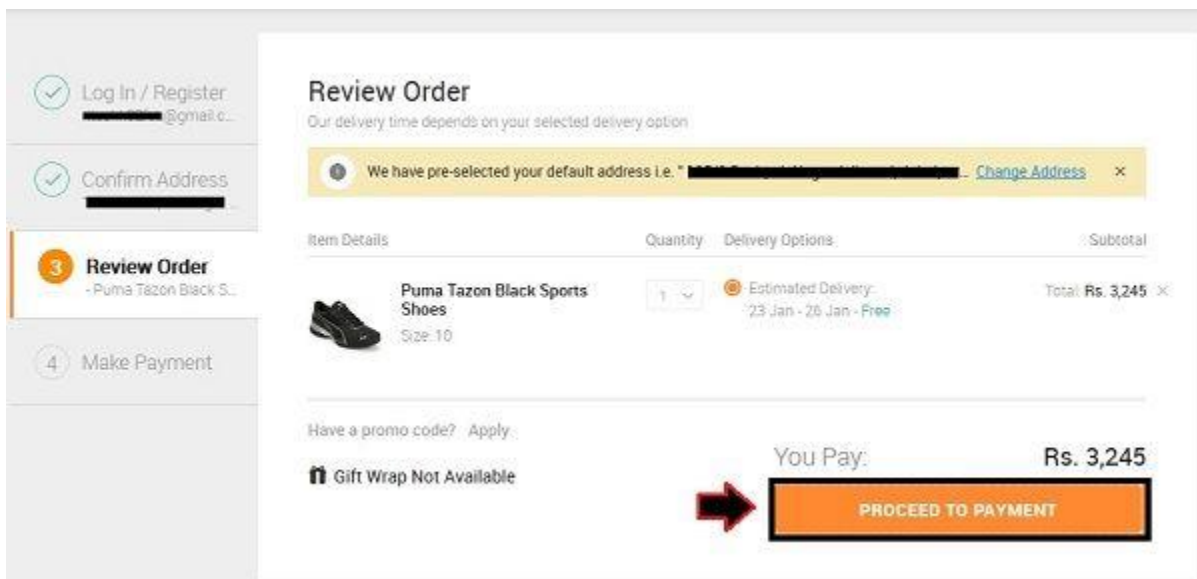


Step 3: Now, search the product that you want to buy, Snapdeal contains a large variety of products in different categories. For demonstration purpose we are choosing Puma Sports shoes. Before buying any products online, it is always recommended to review the product and then click on **"Buy Now"** button. You can also select **"Add to cart"** option, if you want to buy your product later.

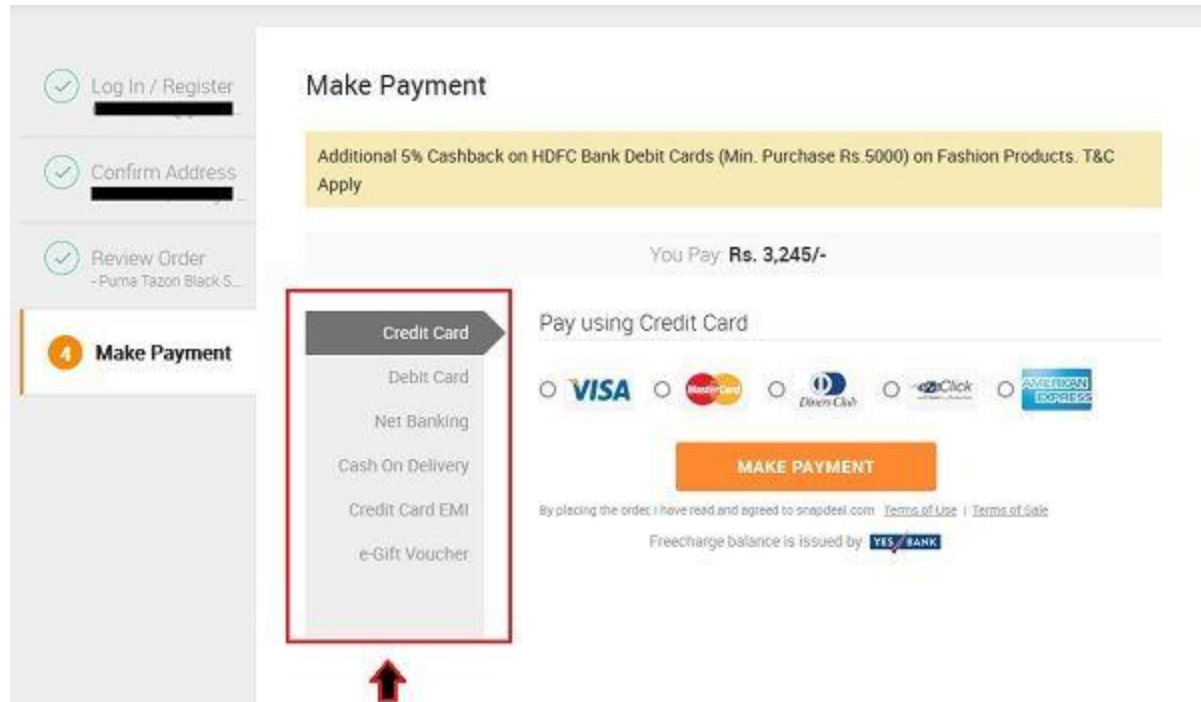
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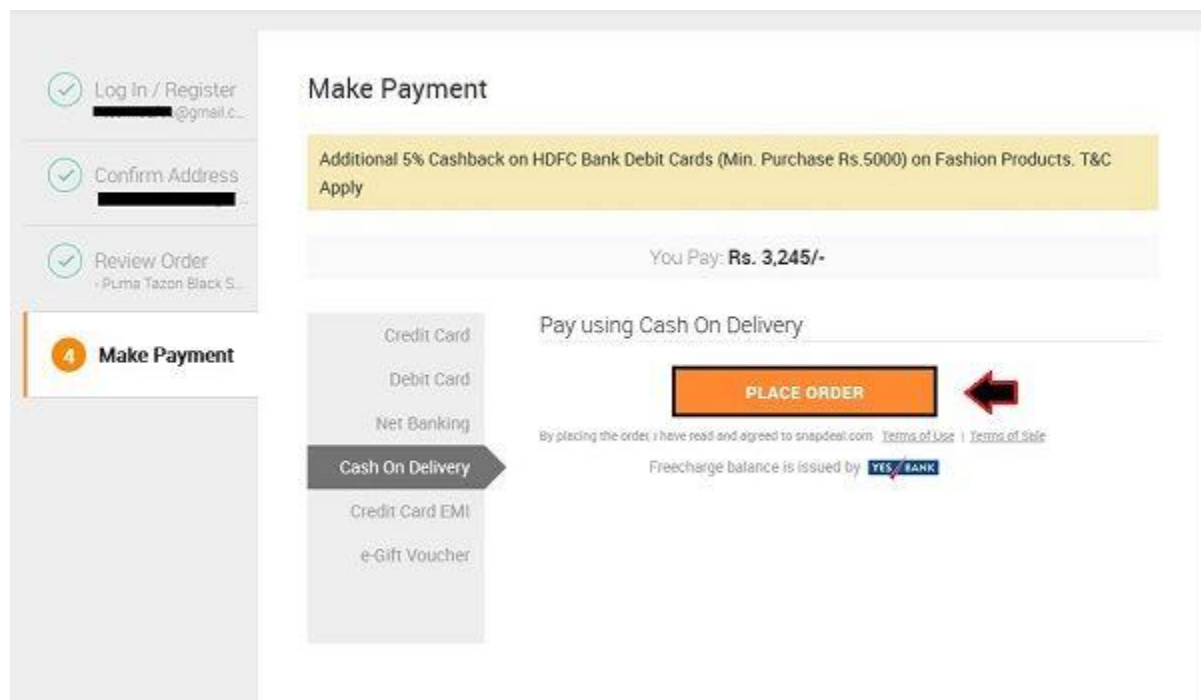
Step 4: In the next step, you need to review your order, which includes your order quantity, Delivery options and order subtotal. After reviewing your details thoroughly, just click on **“Proceed to payment”** button.



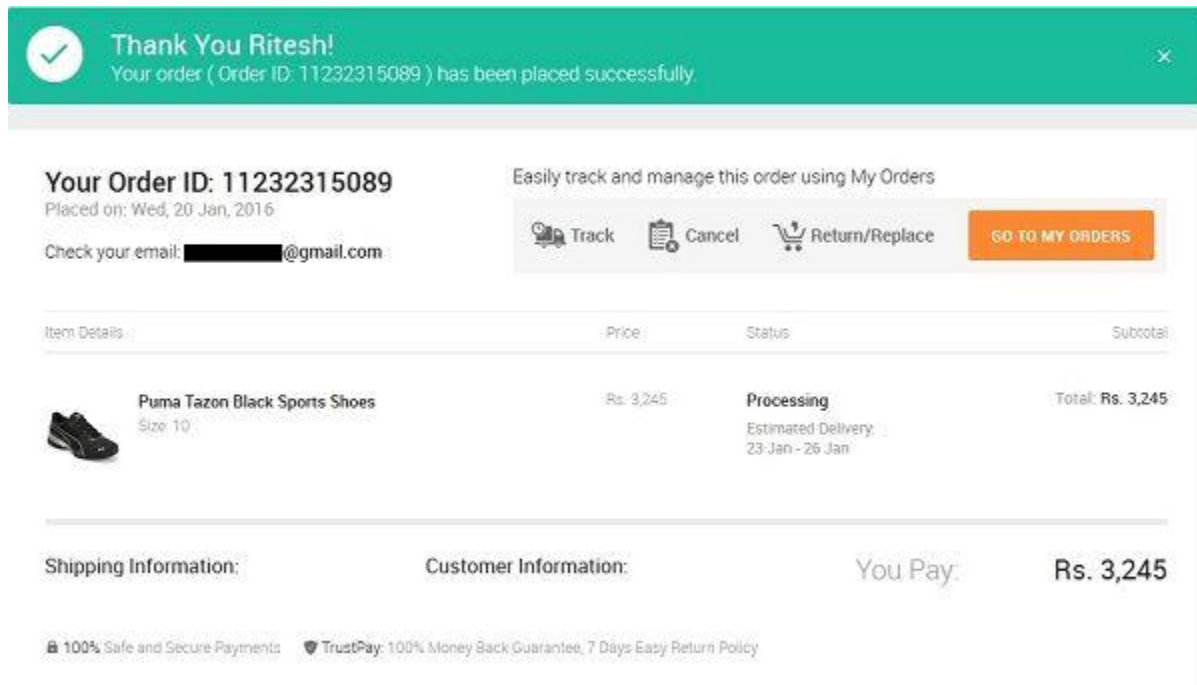
Step 5: In the next step, you need to select your payment option. Here, you may see different payment options like Credit card, Debit card, Net Banking, Cash on delivery, EMI, etc.



Step 6: Here, we are selecting cash on delivery option as you can see in the image below. Now, what you need to do is to just click on the **“Place Order”** button.



Step 7: Finally, you may see a message saying **“Thank You, your order (Order_id) has been placed successfully”**.



Features of Snapdeal

- **Snapdeal.com introduces unique Scan and Sell feature for sellers**

Snapdeal.com has launched a unique seller-aid feature 'Scan and Sell' for its seller mobile app. The Scan and Sell feature will enable the sellers to list their products for sale on the platform in less than 5 minutes with just a scan of the products barcode and keying in the pricing details.

Key Benefits of the Scan & Sell feature:

- **Automates the system to reduce errors caused while manually listing the products**
- **Sellers can scan, list and sell on the go**
 - Constant innovation and good branding.
 - Vast network of retailers across nation.
 - Excellent service through convenient processes.
 - Wide range of deals and transactions to choose.

- Lots of awards and recognition as best startups ecommerce etc.

Drawbacks of Snapdeal

1. Services not available in all cities.
2. Dependence on internet only.