Business Requirement Document (BRD)

Flipkart Multi-Vendor Marketplace Enhancement

1. Project Overview

Project Name: Flipkart Multi-Vendor Marketplace Enhancement
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1.1 Background

Flipkart operates as a leading e-commerce marketplace in India, allowing multiple vendors to sell products on its platform. Enhancing the multi-vendor experience can improve seller onboarding, streamline order management, and optimize customer interactions, ultimately driving higher sales and better service.

1.2 Business Objective

The goal of this project is to introduce enhancements in Flipkart's multi-vendor system by improving seller registration, product discovery, pricing transparency, and dispute resolution. These improvements aim to create a seamless experience for both sellers and buyers.

1.3 Scope

This project focuses on:

- Enhancing seller onboarding and management.
- Implementing AI-driven personalized recommendations.
- Introducing automated dispute resolution for returns.
- Providing price comparisons for multi-seller products.
- Improving real-time order tracking.

2. Stakeholders

Role	Responsibilities
Sellers	List and manage products, process orders, handle returns
Customers	Browse, compare, and purchase products
Flipkart Admin	Oversee platform operations and compliance
Logistics Team	Handle shipping and delivery

3. Business Requirements

3.1 Seller Onboarding & Management

Requirement: A streamlined vendor registration and approval process.
User Story:

- *As a seller, I want to register my store on Flipkart and upload my product catalog easily so that I can start selling quickly.*

3.2 AI-Powered Product Recommendations

Requirement: Personalized product suggestions based on customer behavior.
User Story:

- *As a customer, I want to receive AI-based product suggestions based on my browsing history so that I can discover relevant products.*

3.3 Price Comparison Feature

Requirement: Display price variations from multiple sellers for the same product.
User Story:

- *As a customer, I want to compare prices of the same product from different sellers so that I can choose the best deal.*

3.4 Automated Dispute Resolution for Returns

Requirement: AI-driven return & refund processing.
User Story:

- *As a customer, I want a fast return approval process so that I can get my refund quickly.*

3.5 Real-Time Order Tracking

Requirement: Enhanced tracking with estimated delivery updates.
User Story:

- *As a customer, I want to track my order in real time so that I know when it will arrive.*

4. Success Metrics

Metric	Target
Seller Onboarding Time	Reduce by 30%
AI Recommendation Accuracy	Improve by 25%
Dispute Resolution Time	Reduce from 5 days to 2 days
Customer Satisfaction Score	Increase by 15%

5. Assumptions & Constraints

5.1 Assumptions

- Sellers will provide accurate product information.
- AI models will be trained on Flipkart's historical data.
- Customers will actively use the comparison tool.

5.2 Constraints

- Data privacy regulations must be followed.
- System downtime should be minimal.
- Integration with third-party logistics providers.

6. Risks & Mitigation

Risk	Mitigation Strategy
Low seller adoption	Provide training and incentives
AI recommendation errors	Regular model updates & fine-tuning
Return fraud	Implement stricter return verification policies

7. Next Steps

1. Finalize the Functional Requirement Document (FRD).
2. Develop wireframes & prototypes.
3. Initiate the development & testing phases.

8. Conclusion

Enhancing Flipkart's multi-vendor marketplace will create a better experience for sellers and customers, driving growth and satisfaction. This BRD outlines the core business requirements to implement these improvements.