

Flipkart



WIRED 8.0

Campus case challenge

Ideas that
Empowers
Dreams

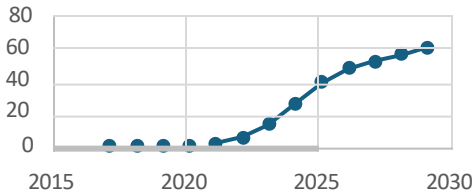
Flipkart

- **Founders:** Sachin Bansal, Binny Bansal
- **Established Year:** 2007
- **Headquarters:** Bangalore
- **Parent Company:** Walmart
- **Acquisitions:** Myntra, Jabong , PhonePe
- **Registered customers:** 400 Million
- **Business model:** E-commerce
- **Target Audience:** Mass Market

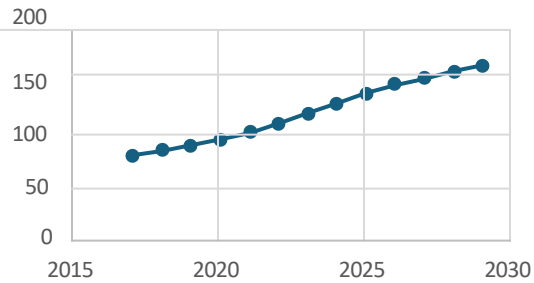
Flipkart Minutes !

- **Established Year:** Aug 2024
- **Business model:** Q-commerce
- **Target Audience:** Urban consumers seeking instant gratification
- **Delivery Time:** 10-15 minutes
- **Product Range:** Limited range for essential items
- **Delivery Fees:** Free delivery for orders above 100/-
- **Current geographies:** HSR Layout, Gunjur, Bellandur & Kadubeesanahalli

Users (In Millions)



Average revenue per user (ARPU) in USD



User Penetration
 1.8 % FY 2024 → 4.0% FY 202G

Consumer Insights

India's Growing middle class and increasing disposable income have contributed to the growth of the Q-Commerce market
Behaviour: Instant demands, Time sensitive, Smartphone app purchases
Fulfilment time: 10 - 30 minutes



Features

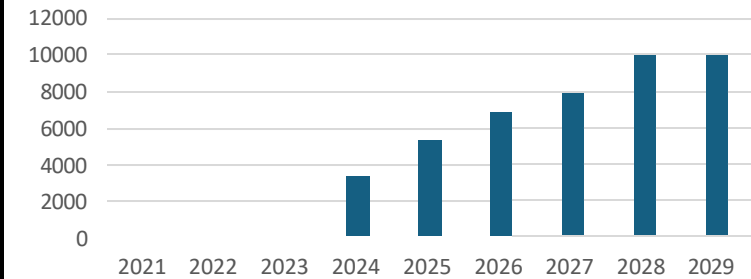
	blinkit	zepto	instamart	bigbasket
Min. order value for free delivery	199	99	99	99
Membership Plans	No	Yes	No	No
Reorder	No	No	Yes	Yes
Wallet	Yes	Yes	Yes	Yes
Voice Instructions for address	Yes	No	No	No
Order for friend	Yes	No	No	No
Cart recommendations	Yes	Yes	Yes	No
Quick Delivery time	10 - 30 min	10 min	15 - 30 min	15 - 30 min
Dark Stores	639	350	550	400

Location was set to Cyber city, Gurugram in every application to keep the analysis/comparison consistent

Flipkart's Edge

- Existing users of E-Commerce can be converted to Q-Commerce users
- Strong brand recognition and trust in smaller towns where the competitors face barriers of entry
- Leverage established logistics network
- Wider product range
- Financial muscle
- Potential for synergies
- Leverage Loyalty program (Supercoins) to nudge users to Q-Commerce

Revenue (in \$ Million)



US \$ 3349 FY 2024 → **US \$ 9951** FY 2029
 CAGR 24.33%

Reference for data : <https://www.statista.com/outlook/emo/online-food-delivery/grocery-delivery/quick-commerce/india#revenue>

Objectives



- Seamlessly merge user profiles between the e-commerce platform and q-commerce service
- Enable users to access a unified catalog of products across e-commerce and q-commerce
- Leverage existing loyalty programs to enhance user engagement and retention
- Explore other ecosystem elements that can drive exponential user acquisition

Offerings



Loyalty Programs

- Flipkart Plus:**
- Early Access to Sales events
 - Upto 5% Extra Discount on use of SuperCoins
 - 2% SuperCoins back on every order
- Flipkart Plus Premium:**
- Upto 5% Extra Discount on use of SuperCoins
 - 4% SuperCoins back on every order
 - Daily & Hourly offers
- Flipkart VIP (Subscription):**
- Upto 5% Extra Discount on use of SuperCoins
 - 5% SuperCoins back on every order & bonus 200 SuperCoins on order upto Rs.10,000
 - Priority Customer Support (dedicated desk agent, no wait time)
 - Fast & Free shipping of F-assured products at select pincodes

User Personas



Neelam

45 years, Lives alone with her husband who has a lifestyle disease, Religious, Early Riser

- Needs:**
- Quick and reliable access to daily essentials and medicines
 - A convenient way to manage and remember her shopping list
- Pain Points:**
- Forgetting to buy essential items
 - Dependence on local stores for urgent needs
 - Waiting for medicine replenishment from the local drug store
 - Reliance on house help for early morning deliveries



Dolly

Lives in Upstate area of Delhi, Married to an established business owner

- Needs:**
- Luxury beauty and skin care products
 - List of ingredients for new recipes
 - Ad-hoc party décor, theme items, and food essentials for hosting themed kitty parties
- Pain Points:**
- Difficulty in finding high-end, luxury products quickly
 - Need for reliable and timely delivery of party essentials



Utkarsh

Busy Consultant, Frequently travels for work

- Needs:**
- Last-minute travel supplies
 - Promotions, free items, and discounts as a VIP member
 - Priority delivery with flexible slots and rescheduling options
- Pain Points:**
- Hectic schedule, making it difficult to receive deliveries
 - Need for quick access to travel essentials
 - Desire for exclusive deals and benefits from the Flipkart ecosystem

Industry Overview

Customer Segmentation

Solutions & KPI's

Flipkart Nudges

When customers make purchases on Flipkart, we offer them scratch cards for Flipkart Minutes as part of our customer acquisition strategy, enabling us to expand our customer base rapidly.



Myntra

A user who visits Myntra to buy products that are also present in Minutes gets a nudge to purchase it from Minutes with ultra-fast delivery.



Travel - Cleartrip

Implement last-minute shopping nudges for travellers using Cleartrip. This can include essentials like travel kits, snacks, and reading materials.



Medicine - Flipkart Health+

Integrate hyperlocal quick commerce for medicines. This can further be expanded for items not available at dark store like pooja items, printouts etc.



Metrics Impacted: Customer Acquisition Cost  Customer Stickiness 

Pre-Saved Baskets

Similar to Swiggy Instamart, allow users to save their favorite items into **customisable baskets** for quick reordering. This enhances convenience and user retention.

Recipe Ingredients

Enable users to add all **ingredients** for a chosen recipe to their basket in one go. This simplifies meal planning and increases basket size.

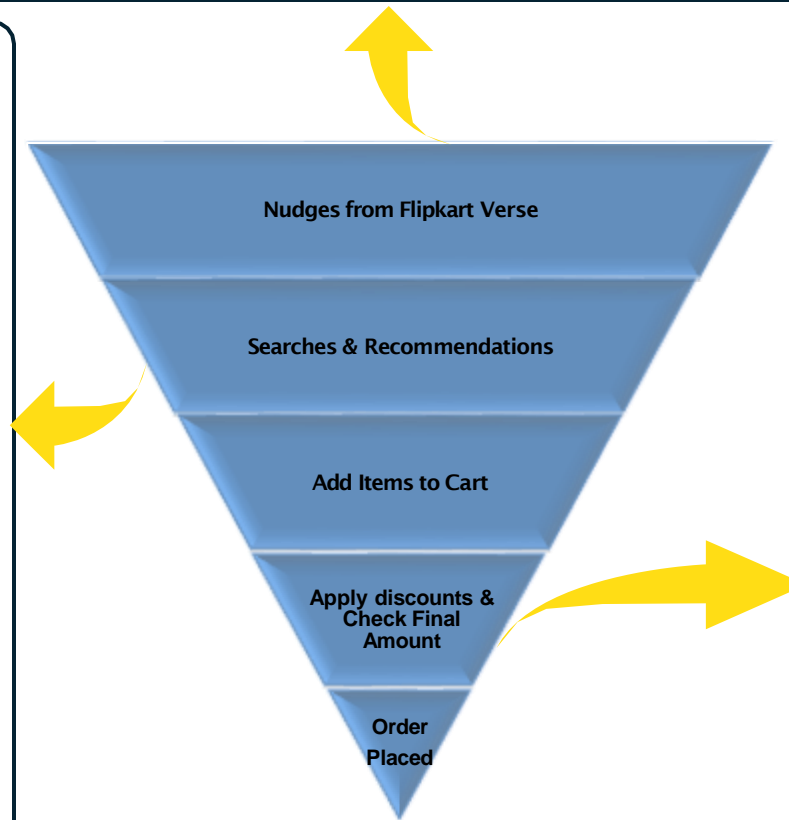
Event-Based Bundling

Offer **bundles** based on **events** like movie nights, tailored to the number of people. This can drive higher sales and enhance the shopping experience.

Morning Deliveries

Introduce the option for **morning deliveries**, allowing users to place orders at night. This can cater to early risers and those with busy schedules.

Metric Impacted:
Cart Abandonment Ratio 
Average Order Value (AOV) 



Prioritized Delivery

Ensure VIP customers get **prioritized delivery** within the same delivery slots. This enhances their experience and loyalty.

Slot Delivery Options


Offer **flexible delivery slot options and rescheduling** for VIP customers, providing them with more control over their deliveries.

Use Supercoins

Allow **VIP customers** to earn and redeem more Supercoins across the entire Flipkart ecosystem, including Flipkart Minutes.

Fire Drops

Introduce exclusive "Fire Drops" deals for **VIP members**, offering significant discounts and special products.

Metric Impacted:
Customer Satisfaction Score 
Loyalty Program Upgrade Rate 