

Late M.D. Gandhe Memorial Education Society's
City Premier College

Investopedia Journal – 2019

INVESTOPEDIA POSTER



Late M.D. Gandhe Memorial Education Society's

CITY PREMIER COLLEGE

Affiliated to RTM Nagpur University, Nagpur

“INVESTOPEDIA”

(A Business Concept Analysis-Paper Presentation Competition)

2019



Date : Tuesday 17th September, 2019

Time : 9:00 am to 3:00 pm

Venue : Narayani Memorial Hall,
City Premier College, Nagpur.

Last Date of Registration & Paper Submission : 09th September, 2019

Topics for Concept Analysis

- CAB Aggregators (Ola, Uber, Taxi for Sure)
- Food Delivery Startups (Zomato, Swiggy, Uber Eats)
- Online Market Place (Myntra, Amazon, Flipkart, Jabong)
- Brick & Mortar Stores (Big Bazar, Central Mall, Walmart)
- Hotel Aggregators (Trivago, Goibibo, MMT)
- Online Payment Gateways (Paytm, Google Pay, PhonePe)

The Analysis should be done on the following parameters :

- 1) Background Information of the concept.
- 2) Identify the stake holders.
- 3) Discover business objectives.
- 4) Define the scope of concept.
- 5) Formulate Business Analyst Delivery Plan.
- 6) Define the detailed project concept requirements.
- 7) Support the technical implementation.
- 8) Financial working of the Concept.
- 9) Evaluate value added by the business concept.
- 10) Add any other point you deem fit.

Rules of Competition :

- **Entry Fee** : Rs.150/-per team. • **Medium of Presentation** : English.
- **Time Limit** : 8+2 (8 min presentation & 2 min for conclusion). • **Total Time** : 10mins.
- **Team** : maximum of 2- 3 members from UG/PG courses of the same college.
- College I-Card is mandatory for the Participants during the competition.
- Student whose paper is selected will be informed for presentation in the competition on 13th September, 2019 by 6.00 pm.
- **Conveyance** : Rs. 300 per team to outstation students only.
- The participants should present their views through Power Point Presentation.

Note : All the papers should be mailed to : investopedia@cpcnagpur.com

Prizes

1st ₹5001/-

2nd ₹3501/-

3rd ₹2501/-

And 2 Consolation Prizes

For further details contact

Prof. Prafulla Karande
(Convener)
8626036749

Prof. Neha Acharya
(Event Co-ordinator)

Dr. Sheetal Gaur
(Event Co-ordinator)

Hindustan Colony, Wardha Road, Nagpur- 440015 | www.cpcnagpur.com | Contact No.: 8308658300

Late M.D. Gandhe Memorial Education Society's

INVESTOPEDIA REPORT

City Premier College

Investopedia – 2019

City Premier College (CPC) recently conducted an inter-collegiate business concept analysis paper presentation competition - 'Investopedia' wherein students of different colleges from entire Vidarbha participated.

The chief guest for the event was Dr. Nirzar Kulkarni, Associate Director, Professor and Dean at Dr. Ambedkar Institute of Management Studies and Research, Nagpur. Shri Mohan Gandhe, President of Late Gandhe Memorial Education Society, Nagpur presided over the event.

The esteemed judges for the event were CA Dhananjay Gokhale, Partner in Kedar Gokhale & Co (Chartered Accountants), Nagpur and CA Sheetal Sarda, Accounts and Economics Teacher, Nagpur Branch.

Participants were given six business concepts to present their views. Concepts like Cab Aggregators, Food Delivery Startups, Online Market Place, Brick and Mortar Stores, Hotel Aggregators and Online Payment Gateways.

The winners of the event were **Nakul Dongre and Sanskar Mishra** from City Premier College, Nagpur. Shifa Hasan, Vaishnavi Nandedkar and Shekhar Seelam from Shri Ramdeobaba College, Nagpur secured the second positions respectively. Siddharth Melmatti and Pooja Balani from Sipna College, Amravati secured the third position. Two consolation prizes were also given to Anuja Dongre, Aditya Dubey and Shreya Shrivastava from Hislop College and Vanshika Lalwani and Bhushan Bele from Sony College, Chhindwara respectively.

The event was organized under the able guidance of Dr. Owais Talib, Principal, City Premier College. The event was co-ordinated by Dr. Sheetal Gaur and Prof. Neha Jain. The convener for the program, Prof. Prafulla Karande proposed the vote of thanks. Management of the college congratulated the organizing committee for the success of the event.

CHIEFGUEST
&
JUDGES PROFILE

Name: Dr. NIRZAR M. KULKARNI

Dr. Nirzar M. Kulkarni is the Associate Director, Professor and Dean at Dr. Ambekar Institute of Management Studies and Research Nagpur. Sir has done BE in mechanical, MBA, SET, PGDCCA, MCM and also Ph.D in Business Management. He has an experience of over 22 years as a full time university approved faculty. He has been recognized Ph.D in Business Management and administration. Sir has done many researches and have fourteen researchers awarded Doctorate under his supervision till date. He is also an ex member, RRC, Management board of Gondwana university, Gadchiroli. Sir has achieved Google Citation Index – 8 and Index – 2 in October 2018. To his credit, he has co-authored many books on operations research, quantitative techniques and international business. Sir is the chairman, ad-hoc board of studies in computer application (UG and PG), Member of Subject Examination Committee (Moderation) in business management and administration for 10 years, computer application for 8 years and has worked as member of university committees for first affiliation, assessment for increasing intake capacity, starting a new course and local enquiry committee.

Name: CA DHANANJAY GOKHALE

Qualification: B.Com [2010], Chartered Accountant [July, 2012]

DOB: 14-May-1989

Experience:

Academic:

- 1) Chartered Accountant [Nov 2012]
- 2) Certified Ethical Hacker (EC Council) [Jun 2019]

Professional:

- 1) Worked at M.P.Chitale & Co (Mumbai) in profile of Mutual Fund NAV calculation for AMCs [2013] [4 months].
- 2) Worked at Spandan Heart Hospital (Nagpur) as Consultant with profile of costing analysis of hospital and managing of Accounts and Compliance of an Event Management company. [2014] [9 months].
- 3) Served as Functional Consultant in Office Box Software Pvt Ltd, with profile of Development of Web-based ERP Module and Data Migration of Tally [2015] [1 ½ years].
- 4) Currently Partner in Kedar Gokhale & Co (Chartered Accountants).

Teaching:

- 1) Delivered 7-8 sessions on Advance Excel Workshop in ICAI in cities Nagpur, Chandrapur, Wardha .
- 2) Delivered session on Cloud based Office Management in ICAI Nagpur .
- 3) Wrote articles on Information Technology related topics in CA Journal of Nagpur Branch.
- 4) Experience of Mock Test Paper Evaluation conducted by Nagpur Branch, ICAI for the subjects ISCA, IT/SM.
- 5) Delivered Excel session in Raison College (BBA Students).
- 6) 30+ sessions as a Contributory Lecturer in City Premier College (B.Com/BBA/BCA students) for Excel.
- 7) Guest Lecturer in G.S.College (Wardha) as a faculty for Excel.
- 8) Published articles on Linked-In on various topics related to IT for CA.
 - a. [Decoding GSTN Checksum Digit](#)
 - b. [EM-Signer in-depth](#)
- 9) Published videos on Youtube on Excel and IT related techniques for CAs.

Technology:

- 1) Conducted System Audit and Migration Audits of Co-operative Banks with various CA firms.
- 2) Developed Excel based MIS utilities for various companies for Inventory Management and Analysis.
- 3) Developed free of cost Excel Add-in for Chartered Accountants and Data Analysts.
- 4) Developed & Running website of Excel for self-learning and knowledge sharing (<https://excelkida.com>).
- 5) Developed & Running website of Data Analysis website for customised Reporting of Tally data (<https://app.erpcloudanalysis.in>).

Name: Ms. SHEETAL SARDA

Qualification: CA, MA in clinical psychology

Experience :-

- Took CPT classes at ICAI nag branch for underprivileged children for accounts and economics
- Provides guidance and mentoring to CA students and professionals.
- Devoted time as a Visiting faculty for various colleges
- Currently working as a CORE trainer in schools teaching emotional regulation to children

Other Certifications:-

- General Management and Communication Skills , certificate course conducted by ICAI
- Faculty Development program conducted by ICAI
- Workshop on Personality development and Communication Skills by Panache Finishing School.

AGENDA

Late M.D.Gandhe Memorial Education Society's
City Premier College, Nagpur

Time	Particulars
Inaugural Session	
9:00am - 9:05am	Arrival of Chief Guest, Management Members and Principal for Inaugural Session at NMH
9:05am - 9:10am	Lightening of Lamp with Saraswati Vandana and Rashttrasant Tukadoji Maharaj Bhajan
9:10am - 9:12am	Dignitaries to occupy the seats on the dais
9:13am - 9:16am	Introduction of Investopedia by anchors
9:16am - 9:18am	Introduction & welcoming of Chief Guest by President Shri Mohan Gandhe
9:18am - 9:20am	Verbal welcome of all the dignitaries
9:20am - 9:30am	Speech by Principal Dr. Owais Talib
9:30am - 9:40am	Speech by Chief Guest – Dr. Nirzar Kulkarni
9:40am - 9:45am	Presidential address by Shri Mohan Gandhe
9:45am - 9:55am	Vote of Thanks by Dr. Deepali Naidu
Presentations Session	
10:05am - 10:10am	Introduction & welcome of the Judges
10:10am - 1:10pm	Presentation from code no. 1-10 in NMH
10:10am - 1:10pm	Presentations from code no. 11-20 in room no. 408
Valedictory Ceremony	
1:15pm - 1:30pm	Speech of Judges by CA Dhananjay Gokhale & CA Sheetal Sarda
1:30pm - 1:35pm	Prize Distribution Ceremony
1:35pm - 1:45pm	Certificates distribution to all participants
1:45pm - 1:50pm	Vote of Thanks by Prof. Prafulla Karande (Convener)

“INVESTOPEDIA” : 2019

A Business Concept Analysis – Paper Presentation Competition

Concepts for Analysis: Cab Aggregators (Ola, Uber, Taxi for Sure)

Food Delivery Startups (Zomato, Swiggy, Uber eats)

Online Market Place (Myntra, Amazon, Flipkart, Jabong)

Brick and Mortar Stores (Big Bazar, Central Mall, Walmart)

Hotel Aggregators (Trivago, MMT, Goibibo)

Online Payment Gateways (Google Pay, Paytm, Phone Pe)

1. Event Date: 17th September 2019.
2. Venue: Narayani Memorial Hall, City Premier College, Nagpur.
3. Time: 9:00am to 3:00pm.
4. Medium of Presentation: English.
5. Time Limit: 8+2 (8 min presentation & 2 min for conclusion).
6. Total Time: 10mins.
7. Last date of registration and paper submission is 9th Sept 2019.
8. After receiving the entries, papers would be scrutinized by the core team members of CPC staff.
9. Student whose paper is selected will be informed for presentation in the competition on 13th September, 2019 by 6.00 pm.
10. Entry Fee: Rs.150/- for selected team only, to be paid on or before 14th September, 2019. (A team may comprise of max. 3 members and minimum 2)
11. Three best papers will be awarded cash prize and two consolation prizes will be awarded as per the Judges decision.

INVESTOPEDIA RULES

Rules of Competition

- A team may comprise maximum of 2- 3 members from UG/PG courses of the same college
- A team will present their analysis from the above given business concepts only.
- Participants will not reveal their identity during the entire competition, except at the time of registration.
- Rs.300 conveyance allowance would be paid to outstation students. This is applicable to the students commuting more than 80 kms one side.
- College I-Card is mandatory for the Participants during the presentation.
- Participants have to analyze the general business concept and not any specific company or any case related to the company.
- The Business Concept Analysis should be done on the following parameters:
 - Background Information of the concept
 - Identify the stake holders
 - Discover business objectives
 - Define the scope of concept
 - Formulate Business Analyst Delivery Plan
 - Define the detailed project concept requirements
 - Support the technical implementation
 - Financial working of the Concept
 - Evaluate value added by the business concept
 - Add any other point you deem fit

Rules for PPT:

- The participants should present their views through Power Point Presentation and self commentary.
- Presentation slides can be of minimum 12 and maximum of 15 slides.
- Each slide should contain not more than 7 points and each point should contain not more than 15 – 20 words.

LIST OF COLLEGES

Sr.No	Commerce Colleges in Nagpur
1	City Premier College, Hindustan Colony Wardha Road Nagpur
2	Hislop College, Temple Road, Civil Line, Nagpur
3	Shri.Binjhani Nagar Mahavidyalay
4	Lady Amrutabai Daga(Women) Highschool
5	Dhanwate National College, Nagpur
6	Govindrao Sekasriya commarce Mahavidylay
7	C.P & Berar Art & Commerce College
8	R.S.Mundale Dharmapeth Art& Commerce College
9	Dr.Ambedkar College, Dikshabhumi
10	Shri. Shivaji Science College,
11	Tirpude institute of Management Education
12	Santaji Mahavidyalaya
13	Dada Ramchand Bakhru Sindhu Mahavidyalaya
14	Dr.M.K.Umathe Art & Shri, Ramchandra Mokhare Commerce College
15	Dr.Panjabrao Deshmukh Art & Commerce(Sayankal) Mahavidyalaya
16	Priyadarshini Lokmanya Tilak Institute of Management Studies & Research, Nagpur - 440016

Sr.No	Business Management Colleges in Nagpur
1.	IIM, VNIT Campus
2.	Department of Business Management, Lawcollege Square
3.	SHRI RAMDEOBABA COLLEGE OF ENGINEERING & MANAGEMENT, KATOL ROAD
4.	Datta Meghe Institute of Management and Research studies, Atrey layout

5.	Tirpude Institute of Management Education,Civil Lines
6.	G.H.Raisoni School of Business Management, Nagpur
7.	NIT Graduation School of Management,Katol
8.	IMT ,Katol
9.	PDIMTR ,Congress Nagar
10.	DAIMSR, DeekhsaBhoomi
11.	CIBMRD, Pawanbhoomi
12.	DMSR, Lawcollege Square
13.	KamlaNehru College
14.	Jhulelal Institute of Engineering Management Science
15.	S.B.Jain Institute of Technology,Management & Research, Kalmeshwar Road

Sr.No	Economics Colleges in Nagpur
1.	Hislop College, Temple Road, Civil Line, Nagpur
2.	Lady Amrutabai Daga(Women) Highschool
3.	Vasantrao Naik Art & SocialScience Sanstha, Nagpur. Dist.Nagpur
4.	C.P & Berar Art & Commerce College,
5.	R.S.Mundale Dharmapeth Art & Commerce College,
6.	Dr.Ambedkar College Dikshabhumi,
7.	P.W.S. Art & Commerce College,
8.	Santaji Mahavidyalaya,
9.	Mahila Mahavidyalay
10.	Indira Gandhi Art Commerce College, Kalameshwar, Nagpur
11.	Mahatma Gandhi Arts, Commerce Mahavidyalaya Parshioani
12.	Taywade College, Koradi
13.	K.D. Pawar Shikshan MahavidyalayaSaoner
14.	Jasubhai Mulajibhai Patel Padavyuttar Art, Commerce & Science & Management College, Bhandara
15.	Seth Narsingdas More Art, Commerce & Science College, Tumsar, Bhandara
16.	Ashok Moharkar Art,Commerce & Science College, Pahela, Pavani, Bhandara
17.	Yashwantrao Chavan Art, Commerce College, Lakhandur, Bhandara
18.	Art & Commerce College Javaharnagar, Bhandara

19.	Natavarlal Maniklal Dalal Art, Commerce College, Gondia
20.	Bhavabhuti College, Aamgaon, Gondia

INVITATION LETTERS

(Judges and Colleges)

CPC/2019-20

Date: 13th September, 2019

To,

Respected Ma'am,
Warm Greetings from City Premier College, Nagpur!

I have the honour to inform you that City Premier College, Nagpur is affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and it caters to the needs of education in Management Studies, Information Technology and Commerce streams. It is humbly submitted that the College has become the most sought after institution in Central India.

This gives us great pleasure to inform you that City Premier College, Nagpur is organizing Inter-Collegiate Business Concept Analysis - Paper Presentation Competition "Investopedia" on 17th September, 2019.

I, request you to grace the occasion as **Judge** for the event, as your presence will certainly enlighten the spirits of our students.

Programme Schedule

Day : Tuesday
Date : 17th September 2019
Time : 9:00am – 1.00pm
Venue : CPC, Hindustan Colony, Nagpur

A word of acceptance along with your ornamental profile is awaited.

With respectful regards,

(Dr. Owais Talib)

Principal

City Premier College, Nagpur.

09373103696

Note: Kindly mail your ornamental profile at: investopedia@cpcnagpur.com

Date:-

To,

The Principal / Director

Sub: - Invitation for the Inter Collegiate Business Concept Analysis Paper Presentation Competition “Investopedia”

Dear Sir /Ma’am

This gives us great pleasure to inform you that like every year, City Premier College, Nagpur (Formerly known as Centre Point College) is organizing Intercollegiate Business Concept Analysis Paper Presentation Competition “Investopedia” on 17th September, 2019. We cordially invite your students to participate in the event enthusiastically to make it a great success.

For your convenience the poster containing the details of the event and students participation form along with rules are attached for your kind reference. Please circulate the same among the interested students.

Looking forward to a positive response from your college.

Thanks and regards,

Prof. Prafulla Karande
Convener, Investopedia
City Premier College, Nagpur
Nagpur

Dr. Owais Talib
Principal
City Premier College,

PARTICIPANT'S PAPERS

College- City Premier College

Topic- Brick and Mortar Aggregators

Contestants –Nakul Dongre and Sanskar Mishra

BACKGROUND INFORMATION ON CONCEPT

This first step is where much of the ground work for a project is covered. Whether a project is brand new or existing, it's crucial for the business analyst to gather a significant amount of background information on the project. These are the conditions of the project that need to be determined at this stage:

Brick and mortar (also bricks and mortar or B&M) refers to a physical presence of an organization or business in a building or other structure. The term brick-and-mortar business is often used to refer to a company that possesses or leases retail shops, factory production facilities, or warehouses for its operations. More specifically, in the jargon of e-commerce businesses in the 2000s, brick-and-mortar businesses are companies that have a physical presence (e.g., a retail shop in a building) and offer face-to-face customer experiences.

This term is usually used to contrast with a transitory business or an Internet-only presence, such as fully online shops, which have no physical presence for shoppers to visit, talk with staff in person, touch and handle products and buy from the firm in person. However, such online businesses normally have non-public physical facilities from which they either run business operations (e.g., the company headquarters and back office facilities), and/or warehouses for storing and distributing products. Concerns such as foot traffic, shop front visibility, and appealing interior design apply to brick-and-mortar businesses rather than online ones. An online-only business needs to have an attractive, well-designed website, a reliable e-commerce system for payment, a good delivery or shipping service and effective online marketing tactics to drive web traffic to the site. Governments are also adopting e-government approaches, which is the use of online services for citizens to enable them to fill in government forms, pay tax bills and register for government programs online; these services aim to cut bricks and mortar costs (building leasing/purchase and staff costs) and improve services to citizens (by offering 24/7 access to information and services).

Determining the various circumstances that could potentially affect the business strategy for the brick and mortar project. This can be accomplished by using a PESTLE Analysis

PESTLE Analysis — this technique of analysis examines the impact of external forces, such as Political, Economic, Socio-cultural, Technological, Legal, Ethical and the implications on an organization that have the potential to impact the project and strategy.

POLITICAL FACTORS: ANTI-TRUST ISSUES

The revenue and profitability of any BNM store are affected by government policies. These regulations impact the economy, consumer buying habits, and international trade laws. The only thing left for the company to do about these changes is abide by them.

Each country must abide by their political regulations. The regulations affect which products can be imported, exported, and sold in stores. Stores offering food products must comply with health guidelines proposed by the government. If they don't, not only will the food be pulled from the shelves, but it could also lead to legal troubles for the company.

Antitrust issues and data breaches are causing the government to look into how data is stored, used, and shared. This affects the retail industry, particularly big names like Wal-Mart and Amazon, who provide products online.

When retail stores branch into other countries, they need to abide by the policies in that country too. In some cases, this can be beneficial. But if the country's political parties are fickle, it can easily turn into a problem.

ECONOMIC FACTORS: NEARLY \$30 TRILLION DOLLARS IN A COUPLE MORE YEARS

A stronger economy allows consumers to buy products they want. Rather than just buying products they only need. It also means more investors are becoming interested in the profitability offered by BNM stores. This is only possible when the economy is on the rise.

When it's on the decline, the opposite is true. People save their money for products of necessity. They'll spend the bare minimum on food while the rest goes towards unpaid bills. This can happen when unemployment rates spike. Or when a certain industry is hit harder than others.

The BNM industry was able to hold itself up even during the recession. It's one of the few industries who managed to scrape through. By 2020, the industry may see global sales nearing

\$30 trillion. Currently, the economy worldwide is in a great spot for BNM industries to expand. Customers have more disposable income to spend on frivolous products.

However, if the economy is poor, it doesn't matter how many products are offered. Because no one can afford or justify the purchases. Unless the BNM corporations react accordingly (cutting prices), they'll suffer profit loss.

SOCIAL FACTORS: BUYING IN BULK AND COLLECTING ENDLESS DATA

Consumer preferences are the main social factors affecting the BNM industry. For instance, people enjoy buying products in bulk. This is the exact premise behind Costco, a Canadian retailer. Here you can find food products, clothing, and electronics, in large quantities. Stores other than Costco now mass stock various products to avoid running out quickly.

These products aren't bought by retailers on a whim. They use market research to identify buying trends and shifts in consumer behavior. Understanding these two things helps to find items more likely to boost profits.

Retailers who offer products online can collect data provided by their customers. They can easily see which products people are buying, leaning towards, or completely ignoring. Then, they shape their offerings based on this data. It's a never-ending process.

Companies set targeted ads to customers most likely to visit their stores and buy from them. Larger retailers can achieve this easier than mom and pop shops. But even smaller shops can benefit from offering discounts and sales on products. All consumers love a good deal.

TECHNOLOGICAL FACTORS: A DIGITAL CATALOGUE FOR EASY BROWSING

BNM stores use a variety of technology every day. Like a point of sales system. As well as cash registers to manage money after a sale. It's standard for any store. As technology advances, stores are adopting new systems, software, and hardware. For instance, smaller stores are making the shift to computers or ipads at the register. It's fast and easy to use.

The BNM industry has greatly benefited because of the internet. Not only to streamline services, but also to reach audiences worldwide. Most companies have a business website. It's basically a digital catalogue for their products. Big name companies are able to offer a selection online. The products are either shipped to the customers' home or the closest store for pickup.

Amazon and Wal-Mart are going head-to-head. Each company offers retail products online, to be sold and shipped. Other small name companies can't compete on the same scale. That doesn't mean they should avoid having a business website or showcase their products online. It just means they don't have the means to meet the same demands as the bigger retailers.

ENVIRONMENTAL FACTORS: CONTAMINATION AND BLOCKCHAIN TECHNOLOGY

More BNM are offering food products. The state of the environment affects the quality of the product and the selection. It also means having to abide by more economic and political factors. For instance, corporations fear a "soda" tax; it's an increased tax for selling soda in stores. Likewise, some shops in other countries have to pay a tax for offering fatty foods.

And what about food contamination?

Once a food, like lettuce, has E.coli, every store needs to toss out their lettuce. This is costly for the companies. But now some stores like Wal-Mart are looking to use block chain technology. It would allow farmers and manufacturers to input information about food products in real-time. And should a problem arise, Wal-Mart could find the source immediately. Rather than spending weeks trying to locate where the contamination started.

If other companies used this, they would know whether their lettuce is truly contaminated. Because when contamination happens, every store in the chain has to get rid of the product. Whether their food is actually contaminated or not. Because we just don't know.

We also can't forget about environmental issues inside of the stores either. All BNM stores need to meet the environmental requirements for consumer and employee safety. This is set by the government. It's non-negotiable.

LEGAL FACTORS:

A BNM store needs to meet legislative conditions before opening the shop. These conditions are often standard. It includes abiding by taxation laws, labor laws, and more. Legal factors become trickier once the company expands overseas or offers products online. Then the international laws come into play. As does data and copyright laws.

Not following these laws exactly as outlined will lead to legal troubles like bankruptcy and foreclosure. It's important to understand the laws long before the store is open for business. And as the BNM grows, new legislative laws come into effect

STEP 2: IDENTIFY STAKEHOLDERS

The stakeholders on a project are the ones who make decisions and sign off on requirements and priorities. Therefore, identifying all of the stakeholders early on is important. In the context of retailing or better say brick and mortar, Whysall (2000) proposed a model of stakeholders in retailing based on this Consensus Statement. He further provided examples of inputs, costs and risks for each stakeholder group. In his proposed model, there are few main stakeholders in retailing such as:

Owners — shareholders, trustees or anyone who is sponsoring the project, builder in this case or the bnm chain.

Managers — senior or middle managers responsible for communication and monitoring the progress, mostly in-house to the bnm builder

Employees — developers, analysts or testers responsible for delivering the products and services under the retail roof

Regulators — any regulators involved that monitor adherence to rules — e.g. a regulator that monitors multiple legal, food, ergonomic compliance

Suppliers — any API provider or other supplier service needed that the particular retail store under the roof might need

Partners — individuals responsible for working alongside the project that provide complementary or supplementary products or services, parking, security housekeeping legal agency, digital agencies.

Customers — the end users of the product

Competitors — other brick and mortar giants.



To put it impressively in brief

STEP 3: DISCOVER BUSINESS OBJECTIVES AND SWOT

SWOT

Analysis

Strengths	Weaknesses
1.Scale of operations 2.Competence in information systems 3.Wide range of products 4.Cost leadership strategy 5.International operations	1.Labor related lawsuits 2.High employee turnover 3.Little differentiation 4.Negative publicity
Opportunities	Threats
1.Retail market growth in emerging markets 2.Rising acceptance of own label products 3.Trend toward healthy eating 4.Online shopping growth	1.Increasing competition from brick and mortar and online competitors 2.Increasing resistance from local communities 3.Rising commodity prices

OBJECTIVES;

PROFIT GENERATION- Profit is the lifeblood of business, without which no business can survive in a competitive market. In fact profit making is the primary objective for which a

business unit is brought into existence. Profits must be earned to ensure the survival of business, its growth and expansion over time.

CREATING CUSTOMERS- A business unit cannot survive unless there are customers to buy the products and services. Again a businessman can earn profits only when he/she provides quality goods and services at a reasonable price. For this it needs to attract more customers for its existing as well as new products. This is achieved with the help of various marketing activities.

REGULAR INNOVATIONS- Innovation means changes, which bring about improvement in products, process of production and distribution of goods. Business units, through innovation, are able to reduce cost by adopting better methods of production and also increase their sales by attracting more customers because of improved products.

MAXIMUM UTILIZATION OF RESOURCES- As we all know, to run any business we must have sufficient capital or funds. The amount of capital may be used to buy machinery, raw materials, employ men and have cash to meet day-to-day expenses. Thus, business activities require various resources like men, materials, money and machines.

PRODUCTION AND SUPPLY OF QUALITY GOODS AND SERVICES- Since the business utilizes the various resources of the society, the society expects to get quality goods and services from the business the objective of business should be to produce better quality goods and supply them at the right time and at a right price. It is not desirable on the part of the businessman to supply adulterated or inferior goods which cause injuries to the customers.

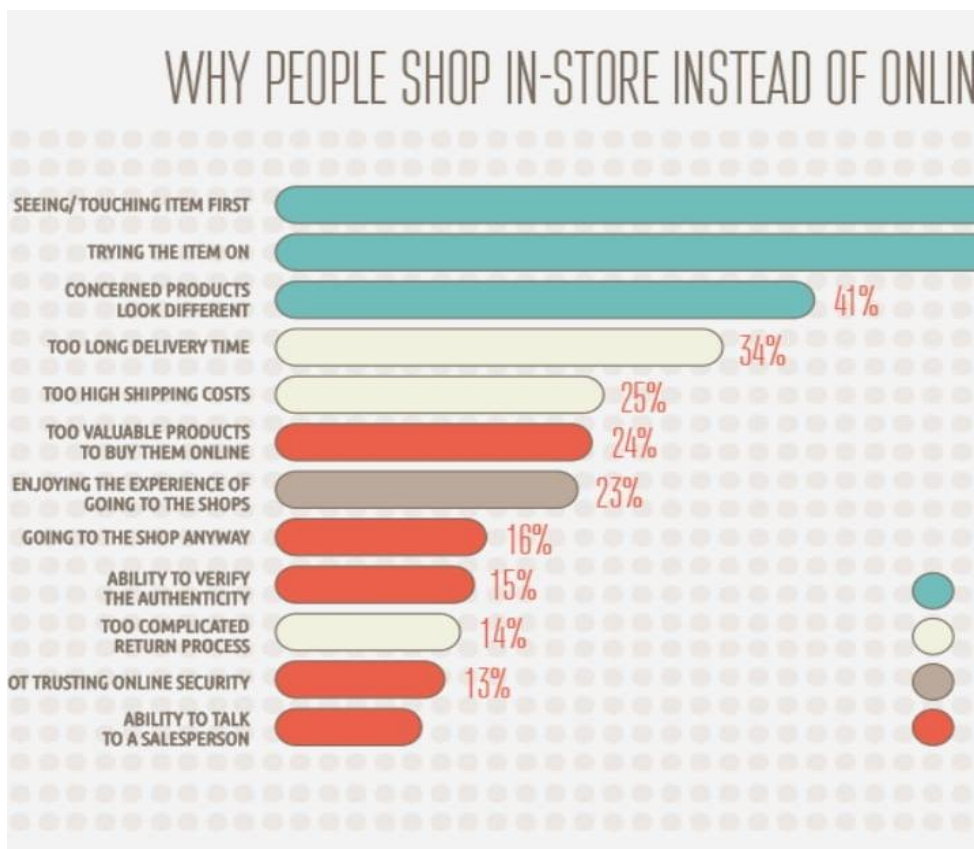
STEP 4: EVALUATE OPTIONS

To achieve the objective, it's important to determine the critical path among the various options available. The term "brick and mortar" (also sometimes used as "bricks and mortar") was created in contrast to online shopping or ecommerce. Before the internet grew large enough for online retail to become convenient and profitable, storefronts were just that – retail stores, outlets, storefronts, or just shops. Although there was a dip in in-person shopping in the United States for several years, many consumers have returned to going to brick-and-mortar establishments – in part because there is some convenience, but more because they want a specific experience while shopping. As a business owner looking to start a brick-and-mortar store, it is important to

understand how in-person shopping and online shopping work together, and how you can keep your customers satisfied with their overall retail experience

The fall and Return of Brick-and-Mortar Establishments During the 2009 recession, many brick-and-mortar stores suffered financially. As the economy has recovered, many economists have discussed the differences between online and brick-and-mortar stores. For many years, logic dictated that the lower operating costs, portable shopping, makes online retailing seem lucrative.

While brick-and-mortar storefronts are still an important and thriving business model, one of the most important draws into stores – foot traffic – is declining 15 percent annually. Modern shoppers go into brick-and-mortar stores with specific intentions rather than just casual shopping. And, about three-quarters of U.S. adults reported regularly shopping online, half report casually looking at items in stores then purchasing online, and two-thirds report browsing online stores and then purchasing items in a store. With more potential customers doing both, you as a business owner must find ways to bring shoppers into your store and have them return. In part, this means understanding the costs to you as a business owner of starting a brick-and-mortar



store and the now requisite integration of an online presence.

Study by mobile software developer SOTI suggested that 92% of shoppers were willing to shop at a brick and mortar store if they offered a mobile shopping experience online.

STEP 5: SCOPE DEFINITION

Based on the objective of the project and a team discussion, this step is when the scope is defined. Here is it

BNM need to encash this scope by implementing the suggestions as follows:

Wi-Fi access – enable free Wi-Fi in store so that people can access your store for product research. Perhaps you could ask for an email address and/or phone number here so you can keep them in the loop with discounts and offers

Local shipping – offer free shipping to their house. This means they don't have to be inconvenienced with taking the product away today, especially if it's large and it gives them something to look forward to

Reviews – make reviews easy to see on your website so that they can make an informed decision

In-store rewards – having in-store exclusive rewards for your customers are a great way to encourage them to visit you. Some ideas for rewards would include:

Discount if they 'check in' on Facebook

In-store only voucher codes, Competitions and Prize draw

Click and collect – according to Econsultancy 44% are likely to purchase a product if there are allowed to collect it from the store? This has a two benefit as the customer is able to pick it up at their own convenience. Most deliveries tend to come during conventional working hours and the recipient may not be home. Also for the business, you can have the opportunity to speak personally to the customer and up sell or offer them other items.

With product information and QR code. Maybe while scanning the code the item gets added to shopping bag physically and amount gets deducted directly from the app wallet. So the customer doesn't have to wait in queue and directly gets the packaged delivery at the exit hassle free

STEP 6: DEFINE PROJECT REQUIREMENTS

On a general level the requirements are as similar as retail outlets

Company or LLP Registration

Most businesses in India are started as proprietorships or partnership firms, without any registration from the Central Government. The Ministry of Corporate Affairs regulates the registration of a company and LLP. It is advisable for Entrepreneurs who have plans for operating a business with an annual turnover of more than Rs.20 lakhs to obtain a LLP or Company registration. Once, a company or LLP is registered, the entity would have a separate legal identity and the promoters would enjoy limited liability protection. Further, the business would also become easily transferable and the entity would have perpetual existence. Hence, before starting a business, its best to consult an expert and register a company or LLP.

GST Registration

All types of entities and individuals who have an aggregate annual turnover of more than Rs.20 lakhs in most State and Rs.10 lakhs in Special Category States are required to obtain GST Registration. Further, any person supplying goods involved in intra-state supply is required to obtain GST Registration, irrespective of turnover. In addition to the above criteria, various other criteria have been provided under the GST Act, establishing the criteria's for GST registration. It is important for all Entrepreneurs to understand the criteria's and obtain GST registration within 30 days of starting a business.

Udyog Aadhar Registration

This is a registration available for entrepreneurs who want to start and operate a small business – micro, small and medium enterprises. The eligibility criteria for obtaining Udyog Aadhaar registration is based on the investment in plant & machinery made by a manufacturing concern or investment in equipment made by a service provider. Once, Udyog Aadhaar registration is obtained for a business, it can enjoy various subsidies and schemes specially provided by the Government for helping small businesses in India.

FSSAI License or Registration

“Food safety and standard authority of India” (FSSAI), is responsible to verify the safety and standardization of food products nationwide. Retail stores, restaurants, modern trade outlets, kiosks and consumers alike look for this five letter word in their food packets or containers.

Under FSSAI, the license or registration is divided into three categories namely:

FSSAI Central License, FSSAI State License, FSSAI State Registration, Import Export Code

Any person involved in import or export of goods/services from India must obtain Import Export Code from the DGFT Department. To obtain Import Export Code, it is mandatory for the business to have a PAN and a Current Account in a bank.

Shop and Establishment Act License

“The Shop and Establishments Act”, was created for regulating the conduct of business like the hours of work, child labor, payment of wages, safety and general health of the employees. Shop and Establishment Act license or registration is issued by the State Governments and varies from States. Hence, based on the State in which the business is situated, the concerned State Government authority must be approached for obtaining Shop and Establishment Act License.

Gumastha license

Further, a business may also have to obtain permits from the fire department, or the pollution control board, or maybe the local healthcare system. It all depends on the type of business you are willing to operate. Hence, prior to starting a business, make sure you discuss your business with a Professional to determine and understand the legal and regulatory requirements.

STEP 7; FINANCIAL WORKING OF BRICK AND MORTAR

Shares of Wal-Mart Stores, Inc. (NYSE: WMT) are appropriate for many investors who are seeking principal protection and current income from dividends. They also may be suitable for value investors, or investors who favor stocks with low share prices relative to the company's earnings and book value. Historically, WMT has been seen as a value investment, however, its fundamentals may be changing making it less attractive to conservative value investors.

Determining a stock's suitability for your financial goals requires analyzing specific ratios from the company's financial statements and comparing those financial ratios to benchmarks and to other companies in the industry. Financial ratios shed light on a company's direction, its probability of remaining solvent and whether its stock is overvalued, undervalued or valued just right.

Price-Earnings Ratio

The price-earnings (P/E) ratio is the primary financial ratio that fundamental analysts use to value a company's stock. As of Q3 2018, Wal-Mart's P/E ratio is about 20x, meaning that WMT shares trade in the market at around 20 times the earnings per share. The P/E ratio for WMT shares has been rising, and prior to 2017, the P/E ratio for Wal-Mart shares tended to hover just below 14x or 15x.

Price-to-Book Ratio

The price-to-book (P/B) ratio compares the company's market value, which dictates what shareholders pay to own the company, to its book value, which dictates what the company is really worth from an accounting perspective.

Value investors like to see a P/B ratio below 3.0. A P/B ratio below 1.0 suggests an extreme bargain stock. As of Q3 2018, Wal-Mart's P/B ratio was 3.8 (higher than the value investor limit), compared to 4.1 for Target and 8.2 for Costco. Again, Wal-Mart shows characteristics of a reasonably good value buy relative to its competitors.

Return on Equity

Return on equity (ROE) expresses net income as a percentage of shareholders' equity. A company's ROE is a great indicator of how efficiently its management team is performing. Savvy investors want to see that management is able to parlay the company's equity into strong earnings. Hence, a higher ROE is usually a better ROE. ROE values above 10% are considered strong; an ROE above 25% is considered to be excellent. As of Q3 2018, Wal-Mart's ROE stands at a healthy 18.2%. But, its competitors also turned in strong

Debt/Equity Ratio

Even a mature, profitable company sits in a tenuous financial position if it cannot manage its debt. Recessions and market downturns expose companies that have been too reckless with their debt management. The debt/equity (D/E) ratio expresses a company's total debt as a percentage of its equity. Ideally, a company's debt should be lower than its equity, which means a D/E ratio of under 100% is preferable. As of Q3 2018, Wal-Mart's D/E ratio is 70%, indicating a healthy level of debt.

Current Ratio

A company's current ratio measures its ability to pay its current debts, defined as those due within one year, and is a measure of a company's short-term liquidity. It does so by comparing the company's current liabilities with its current assets, meaning those that can be converted to cash within a year or less. The formula is current assets divided by current liabilities. A value of 1.0 or higher is preferred. Many value investors consider 1.5 to be an ideal current ratio. Wal-Mart's current ratio comes in a little low at 0.93. While a slightly higher current ratio would be good to see from Wal-Mart, its other financial ratios offer confidence that paying debts should pose no problem to the company.

- 1) Sell stuff that are slow moving in the inventory and have lower shelf life. Sometimes club them with fast moving stuff.
- 2) "Buy one get one" rather than 50% off.
- 3) Advertise stuff as "upto 70% off". Most of the stuff you need or will buy will have very little or no discount.
- 4) Take advantage of the super market mentality - "Buy everything under one roof". A customer will tend to buy everything under one roof rather than move around. Once you have foot falls in your store, the sales will increase.
- 5) There are a whole lot of ways Supermarkets make customers look at other things before they get to see what they want. Most of them would buy more when they see things
- 6) Intelligent advertising and in store placement.
- 7) Old stuff for coupons is another farce. You need to do to once and then you will know where you have been pulled into.

	Owned and Operated	Owned and Third Party Operated	Leased and Operated	Third Party Owned and Operated	Total
U.S. properties					
Walmart U.S. retail units	4,075	—	694	—	4,769
Sam's Club retail units	513	—	86	—	599
Total U.S. retail units	4,588	—	780	—	5,368
Walmart U.S. distribution facilities	107	2	29	18	156
Sam's Club distribution facilities	7	3	4	9	23
Total U.S. distribution facilities	114	5	33	27	179
Total U.S. properties	4,702	5	813	27	5,547
International properties					
Africa	38	—	398	—	436
Argentina	67	—	25	—	92
Canada	124	—	287	—	411
Central America	327	—	484	—	811
Chile	218	—	153	—	371
China	2	—	441	—	443
India	2	—	20	—	22
Japan	54	—	278	—	332
Mexico	680	—	1,762	—	2,442
United Kingdom	434	—	199	—	633
Total International retail units	1,946	—	4,047	—	5,993
International distribution facilities	33	5	122	66	226
Total International properties	1,979	5	4,169	66	6,219
Total properties	6,681	10	4,982	93	11,766
Total retail units					
Total retail units	6,534	—	4,827	—	11,361
Total distribution facilities	147	10	155	93	405
Total properties	6,681	10	4,982	93	11,766

retail units	6,534	—	4,827	—	11,361
distribution facilities	147	10	155	93	405
Total properties	6,681	10	4,982	93	11,766

STEP 8: SUPPORT IMPLEMENTATION

Create Experience-Rich Stores

Gone are the days when the sole purpose of brick-and-mortar retailers was to carry inventory. Of course, that's still essential, and converting browsers into buyers should always be the main goal, but how retailers get to the end result is changing.

Brick-and-mortar retailers need to offer so much more than “stuff.” Shoppers want engaging and personalized in-store experiences, ones that go beyond the traditional retail space. A growing number of major retailers have started offering complimentary workshops and classes to clientele. For example, Lululemon and Nike offer running, yoga, and fitness classes at select locations as a way to build brand awareness and loyalty.

According to a Marketing Land article, Urban Outfitters recently began adding bars and restaurants to a number of stores to give Millennial customers another way to engage with their brands. At Williams-Sonoma, customers can sign up for in-store cooking classes, and bookstores regularly attract clientele to shops by offering author readings and book signings.

Pop-up shops are another way to attract customers to your store for an experience they wouldn't find online or at any other retailer. These temporary, short-term retail events have been a growing industry, accounting for approximately \$10 billion in sales, according to Popup Republic. Major companies including Nordstrom, Amazon, and Best Buy have all started hosting pop-ups as a way to increase brand awareness and draw customers in store.

When it comes to brick-and-mortar retailers, hosting a pop-up shop at your store not only creates a unique and limited experience for clientele, allowing you to potentially attract new customers, but helps you test out new revenue streams and develop relationships with other retailers in your community. Consider partnering with another business selling complementary products or items with a similar aesthetic. For tips on how to set up your own pop-up shop, check out our video series "How to Create a Successful Pop-up Shop."

In order to keep customers coming back and attract new ones, it's time to start thinking beyond the typical sale and start offering your customers immersive, memorable experiences.

Offer Personalized Shopping

The future of customer retention for brick-and-mortar stores lies in personalized experiences. One way is to offer tailored shopping experiences or personal shopping services. Another method is to truly home in on who you're trying to target as clientele and build a shop curated specifically to them.

One brand that has succeeded in this area is Bonobos, a company that started selling men's apparel online only in 2007. To increase business and attract new customers, the company launched Guide Shop, a brick-and-mortar shopping experience in select cities across the U.S. The catch, however, was that at these Guide Shops, customers could try on clothing, but wouldn't actually leave the store with anything in hand. Rather, once clothing was fitted and chosen, orders were placed online for home delivery.

According to an article in the Guardian, this supported the brand's research that men wanted to shop in stores but didn't actually want to leave carrying shopping bags. In return, store staff didn't have to worry so much about inventory and could instead focus on customer experience, according to Bonobos CEO Erin Ersenkal.

Utilize Tech as a Tool

Customers are more tech-savvy than ever, and so much of the reason why ecommerce businesses are crushing it is because shoppers are increasingly comfortable in a digital world. In order to survive, brick-and-mortar retailers must start incorporating digital elements into the in-person shopping experience.

According to an Engadget article, some of these elements might include the following:

Creating kiosks with digital screens that display personalized content to shoppers

Offering digital concierges that greet customers and offer recommendations and information about special offers

Prioritize Sales Staff

Humans are social creatures by nature. We like to talk to others, receive personalized recommendations, and enjoy excellent customer service. There's one thing that ecommerce businesses will never be able to compete with brick-and-mortar stores: putting a face on your brand and the human touch.

Therefore, it's worth investing in your sales staff — the people who are there to greet your customers, provide information, and make suggestions while delivering seamless, top-notch service. It's something not even artificial intelligence can ever truly replace.

Millennials are interested in learning about a company, the stories behind products, and are far more likely to make a purchase when this information is readily available. Empowering your sales associates with information not only about your company and product history, but of its values as well, is key to future-proofing your brick-and-mortar retail space.

STEP 9: EVALUATE VALUE ADDED BY PROJECT

To maintain the business objective through the implementation, a constant evaluation of business outcomes needs to be maintained. Let us understand this through the example of Wal-Mart: Wal-Mart is the king of big-box stores, offering unbeatable low prices on everything from food and beauty products to furniture and automotive gear. But if already-low prices aren't quite enough of a deal for you, shop prepared with promo codes, which can usually be combined with automatic savings and special offers to score the ultimate discount on all your essentials.

There's no doubting the fact that Wal-Mart is ginormous — but you still might be surprised to learn just how big this retail giant really is. In 2012 alone, Wal-Mart raked in a whopping \$444 billion in sales, which would make it the 26th largest economy in the world if it were its own country. Wow!

But if you thought Wal-Mart was just for your everyday personal care and home needs, think again. The massive company now offers a grocery service, where customers can order their groceries online and pick them up later, no in-store shopping required. In fact, one out of every four dollars that Wal-Mart customers spend is on groceries.

Be on the lookout for sales both in-store and online during big shopping events like back-to-school season, Memorial Day, Black Friday and Cyber Monday.

If you're looking to snag a quick deal other times of the year, check out the Rollback, Clearance, Big Savings and Value Bundles pages on Walmart.com. The items on these pages are marked down even more than usual. Plus, you can usually still use promo codes for sale items, so your savings could really add up with combined offers

Title of topic

Online food delivery startup

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Background study of online food delivery business

Online food ordering is the process of ordering food through the restaurant's own website or mobile app, or through a multi-restaurant's website or app. A customer can choose to have the food delivered or for pick-up. The process consists of a customer choosing the restaurant of their choice, scanning the menu items, choosing an item, and finally choosing for pick-up or delivery. Payment is then administered by paying with a credit card or debit card or cash on delivery through the app or website or in cash at the restaurant when going to pickup. The website and app inform the customer of the food quality, duration of food preparation, and when the food is ready for pick-up or the amount of time it will take for delivery.

Identify the Stake holder:-

Within Business

- Sales organization
- Employees
- Workers
- Management committee
- Communication team

Outsides Business:-

- Customer
- Media
- Government
- General public
- Shareholders

Objectives of Business Concept:-

- To modifying a system which able to collect huge amount of order at a time.
- To manage all food delivery orders and systems.
- To improve the communication between the customers and delivery agents and reduce time of order.
- One of the main objectives of a online food store to ensure customer satisfaction and improve services.
- The customers can easily order anything with the one click of their online mobile app .
- To automatically calculate the bill online food ordering.

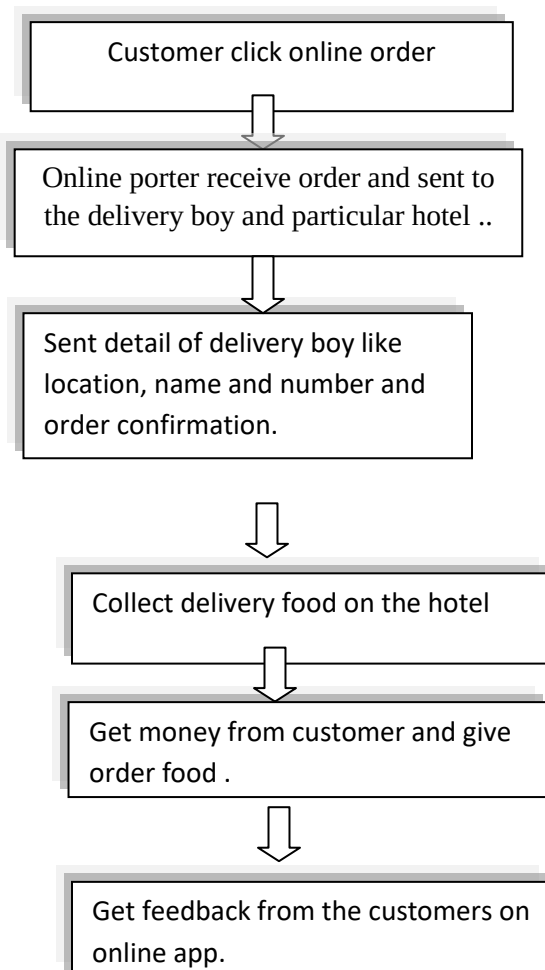
Scope of Business Concept:-

- Save time and money
- Reduce cost
- Order accuracy system
- Demand for online
- Aggressive advertisement in the way of social media like Facebook, Instagram.
- Opened 24 *7
- Due to online ordering limit of the geographical area increases.
- Increasing revenue.

Detail Business Analyst Delivery Plan:-

In the delivery plan first require a patch up to every hotels and restaurants so they can ready to deliver foods in our order to the companies delivery boy of the companies .A bunch of delivery boys are situated in particular area or top recognize hotels so they can pickup order at any time and do the fast delivery.

Detail delivery plan shows with the help of following diagram.



- **Social requirements :-**

- Financial requirements
- A small team with 2 people can work to manage the orders on web.
- Regulatory office in particular area.

- **Official teams :-**

- Android / IOS developer team.
- Delivery manager.
- Project manager.
- Services Quality analysis expert team.
- Web designers.

Technical Implementation:-

- Computerized technology.
- Internet connectivity.
- Required software and hardware at least above 1GB.
- Printer.
- Scanner.
- Apps management.
- Websites / servers.

Financial Working concept:-

There are many different ways that we can earn money with online food Delivery Services.

There are many different ways of earn money with Online Food Delivery site.

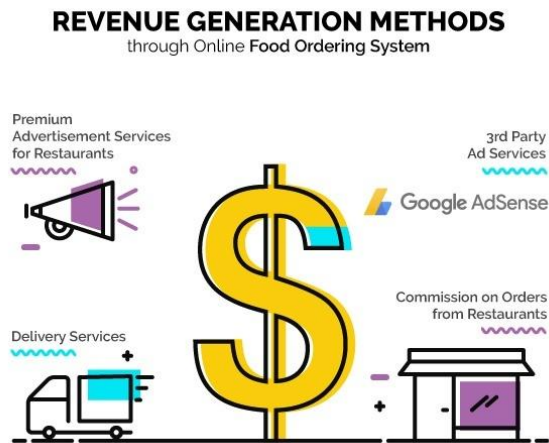
Commission Percentage: Online food delivery businesses can collaborate with restaurants on pre-decided commission rates based on the quantity of food order.

Online Advertisements: Google AdSense can be one of the primary sources of generating revenue through advertisements.

Offline Advertisements: Advertisements can be displayed on the company's Food packages. In addition to this, more advertising can be made by sending printed pamphlets along with the meal.

Strategic Partnership: People willing to open a restaurant or small kitchen can sign up by paying a small fee to the platform.

From following image will clear that how online food delivery startup can earn revenue or profit.



Evaluate value added by the online food delivery business:-

- Delivery of food less than 30 min at time of your orders.
- Add best filter option in the app.
- No delivery charges will be applicable in first 5 deliveries.
- Charge very low amount as compare to market.
- Maintain transparency.
- Proper management of problems of customers.
- Easy connectivity.
- Location tracking system.
- Group ordering system.
- Food delivery in the train.

Advertisement techniques

- ❖ Social media
 - Facebook.
 - Instagram.
 - Some popular APPs used by public.
- ❖ Advertisement in the paper.
- ❖ Mouth publicity.

SWOT Analysis of Online Food delivery startup:-

- ❖ **Strength:-**
 - More Profitability and Revenue.

- Used new technology.
- Customer demand increases in fresh, healthy and fast food.
- Operating online ordering and fast delivery.
- Attraction of customers.
- Due to increasing of mobile and internet penetration business geographical area increase.

❖ **Weakness:-**

- Absence of proper research and development.
- Some times food delivery Services Company does not have a proper IT department.
- Employees get more turnovers.
- Some time lakes of trust of public.

❖ **Opportunities:-**

- Market demand is increases in national and International level.
- Increasing used of new technology.
- Innovations.
- Improve customer's service.
- Expand channel opportunities.

❖ **Threats**

- Increasing competition in market.
- By using new strategies or offers others businesses attract to customers.
- Economic downturn.

KAMLA NEHRU MAHAVIDYALAYA,NAGPUR

Jaya Yelkar

Kavita Hait

Shashank Gujarkar

Ankit Mhatre



INTRODUCTION

Amazon.com is the largest retailer of goods on the Internet. Although the firm is shifting emphasis from growth of market share to achieving profitability, it continues to experience substantial losses.

- ❖ Amazon.com's operating ratios indicate that the firm is devoting more attention to financial management, particularly in the reduction of operating costs and inventory control. In addition, the firm is improving its gross margins and volume of sales. Despite these improvements, operating expenses continue to exceed gross profit. As a result, the firm has had a negative return on assets and return on equity, which is likely to continue.
- ❖ Amazon.com's debt has increased dramatically since 1999, suggesting that the firm is using debt obligations as a means to maintain liquidity in the face of mounting operating losses. The liquidity ratios also indicate that the firm may have difficulty meeting its short-term obligations. The stock price has fallen by 75% since 1999, the market-to-book ratio has collapsed and earnings per share remain negative.

STAKEHOLDER

Board of Directors		
Name	Age	Position
Jeffrey P. Bezos	55	President, Chief Executive Officer, and Chairman of the Board
Tom A. Alberg	78	Managing Director, Madrona Venture Group
Jamie S. Gorelick	68	Partner, Wilmer Cutler Pickering Hale and Dorr LLP
Daniel P. Huttenlocher	60	Dean and Vice Provost, Cornell Tech at Cornell University
Judith A. McGrath	66	Senior Advisor, Astronauts Wanted * No experience necessary
Jonathan J. Rubinstein	62	Former co-CEO, Bridgewater Associates, LP
Thomas O. Ryder	74	Retired, Former Chairman, Reader's Digest Association, Inc.
Patricia Q. Stonesifer	62	President and Chief Executive Officer, Martha's Table
Wendell P. Weeks	59	Chief Executive Officer, Corning Incorporated

OBJECTIVES

Amazon's business strategy is based on one primary goal: to seamlessly link the digital and brick-and-mortar shopping experience in order to be part of every single purchase made. More than merely wanting to sell as much stuff as they can to the most people, Amazon strives to become so ingrained in people's lives that they can't imagine living without it. This presents challenges as well as opportunities for retailers who stay focused on current trends, embrace a customer-centric culture and turn their data into action.

Competing in the market

Innovation of new Product

Integration of New Technology

Customer Loyalty

Global Expansion

Customer Extension

Customer Selection:

Electronic Customer Relationship Management:

SCOPE

We include services in the scope of our compliance efforts based on the expected use case, feedback and demand. If a service is not currently listed as in scope of the most recent assessment, it does not mean that you cannot use the service. It is part of the shared responsibility for your organization to determine the nature of the data. Based on the nature of what you are building on AWS, you should determine if the service will process or store customer data and how it will or will not impact the compliance of your customer data environment.

We encourage you to discuss your workload objectives and goals with your AWS account team; they will be able to evaluate your proposed use case and architecture, and how our security and compliance processes overlay that architecture.

DELIVERY PLANS

- Amazon delivery drivers are bracing for big changes as the company moves to cut its Prime two-day shipping promise to one day.
- “I don't know how we're going to do it,” a Richmond, Virginia-based driver said Wednesday. “It's going to be hectic.”
- another driver said she was excited about the change: “I just see job security! More packages, more work. I'm ok with that.”
- to support faster shipping speeds, Amazon plans to hire hundreds more delivery service partners, which hire and manage teams of drivers, and build dozens of new delivery stations, the company told Business Insider.
- Amazon is also hiring thousands of new drivers that it will manage directly. The company posted job listings in April for delivery drivers in roughly 50 US cities.

PROJECT REQUIREMENT

Project Requirements: A Guide to Best Practices gives project managers tools they can assimilate and apply easily to improve project success rates, reduce development costs, reduce rework, and accelerate time to market.

Based on experience and best practices, this valuable reference will help you:

- Clarify real requirements before you initiate project work
 - Improve management of project requirements
 - Save time and effort
 - Manage to your schedule
 - Improve the quality of deliverables
 - Increase customer satisfaction and drive repeat business
- Project Requirements: A Guide to Best Practices provides project managers with a direct, practical strategy to overcome requirements challenges and manage requirements successfully.

TECHNICAL IMPLEMENTATION

As a technical support/helpdesk employee, you'll be monitoring and maintaining the computer systems and networks within an organization in a technical support role. If there are any issues or changes required, such as forgotten passwords, viruses or email issues, you'll be the first person employees will come to.

Tasks can include installing and configuring computer systems, diagnosing hardware/software faults and solving technical problems, either over the phone or face to face.

Most importantly, as businesses cannot afford to be without the whole system, or individual workstations, for more than the minimum time taken to repair or replace them, your technical support is vital to the ongoing operational efficiency of the company.

As technical support, you may also be known as a helpdesk operator, technician or maintenance engineer.

You could work for software or equipment suppliers providing after-sales support or companies that specialize in providing IT maintenance and support. Alternatively you may work in house, supporting the rest of the business with their ongoing IT requirements.

Some tasks you may be involved in include:

- Working with customers/employees to identify computer problems and advising on the solution
- Logging and keeping records of customer/employee queries
- Analyzing call logs so you can spot common trends and underlying problems
- Updating self-help documents so customers/employees can try to fix problems themselves
- Working with field engineers to visit customers/employees if the problem is more serious
- Testing and fixing faulty equipment

FINANCIAL REPORT:-

By many measures, Amazon.com came a long way in 1997:• Sales grew from \$15.7 million in 1996 to \$147.8 million – an 838% increase.• Cumulative customer accounts grew from 180,000 to 1,510,000 – a 738% increase.• The percentage of orders from repeat customers grew from over 46% in the fourth quarter of 1996 to over 58% in the same period in 1997.• In terms of audience reach, per Media Matrix, our Web site went from a rank of 90th to within the top 20.• We established long-term relationships with many important strategic partners, including America Online, Yahoo!, Excite, Netscape, GeoCities, AltaVista, @Home, and Prodigy

Amazon reported its 2018 fiscal year and fourth quarter financial results on January 31. As expected, the company surpassed last year's results with a superb performance, especially in North America. Product sales, advertising, and Amazon Web Services all exhibited robust growth. Amazon is cautious in its 2019 guidance, however, because of changes in government regulations in other countries and an anticipated increase in expenses.

FOURTH QUARTER 2018

Thanks to record-breaking holiday revenue, net sales increased 20 percent to \$72.4 billion in the fourth quarter, compared with \$60.5 billion in 2017. Earnings were \$6.04 a share. Net income increased 58 percent to \$3.0 billion in the fourth quarter compared with net income of \$1.9 billion, in the fourth quarter of 2017.

AWS, the cloud computing platform, was a major contributor to profits with sales growth of 45 percent over 2017, to \$7.4 billion from \$5.1 billion, and operating income that increased 61 percent, to \$2.2 billion from \$1.4 billion.

Amazon's "Other" revenue category, which is mostly advertising, grew 95 percent over the same period in 2017 — from \$1.7 billion to \$3.4 billion in the quarter.

Sales in physical stores — mostly Whole Foods — decreased 2.7 percent to \$4.4 billion. Amazon does not count in-store pickups of online grocery orders as physical store sales.

Full Year 2018

Company-wide net sales increased 31 percent in 2018 to \$232.9 billion, compared with \$177.9 billion in 2017. Net income increased to \$10.1 billion.

North America contributed \$141.4 billion in net sales, and international sales contributed \$65.9 billion. Germany was the largest international sales generator with \$19.9 billion in revenue, up 17 percent over 2017. The U.K. followed at \$14.5 billion, an increase of 28 percent over 2017.

AWS sales grew a healthy 47 percent over 2017, from \$17.5 billion to \$25.6 billion. While AWS is a much smaller contributor to net sales, it contributed more to total net income than either North American or international product sales, a testament to its high margins and lower costs.

The Other net sales category increased 117 percent, from \$4.7 billion to \$10.1 billion, thanks to advertising growth. 2018 subscription services net sales — mostly Amazon Prime and digital downloads — grew 46 percent from 2017 to 2018, from \$9.7 billion to \$14.2 billion.

VALUE ADDED BY BUSINESS CONCEPT

In a marketplace too often focused on price, *Value-Added Selling* provides sales professionals with a market-proven approach for selling customers on the inherent value of a product. Based on a value-selling model proven to work across industries and product lines, this step-by-step book explains how to define value in the client's terms, orient a pitch to fit the client's needs, and close the deal. It gives sales pros the tools and confidence they need to now and forever deemphasize price in the selling equation.

“Investopedia”

A business concept analysis –paper presentation on food delivery start -ups

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Introduction

Be it taxis (uber, Ola, etc.), hotels (Oyo), groceries (grofers), food (swiggy, Zomato, uber eats) or travel (make my trip), aggregator model has come in into the market and has disrupted every industry.

This model usually involves organizing an unorganised and populated sector like hotel, taxis, food etc. and provide the service under one brand.

Concept and general background of online food start-ups (Aggregator Food Business Model)

Aggregator business model is a system model where the firm gathers the information about a specific good/service breadwinner, make the breadwinners their partners, and sell their services which have uniform quality and price. This is done by signing up an agreement with the partners.

These good /service providers never become aggregator's employees and continue to be the owners of the good/service provided. Aggregator just helps them in marketing in an exclusive win-win way.

The aggregator food business of delivering restaurant meals to the home is undergoing rapid change with the rapid change in market scenarios and the escalation of digital marketing is reshaping the marketplace.

Food aggregator model is built on the traditional model for food delivery, offering access to multiple restaurants through a single online portal. By logging into the site or the app, consumers can quickly relate menus, prices and reviews from peers. The aggregator gathers a fixed margin of the order, which is paid by the restaurant, and the restaurant handles the actual delivery.

The growth in aggregators is determined by two sources of consumer demand. The first is as a replacement for dining in a restaurant. With new delivery, consumers can dine at home with the similar quality food they would enjoy at a fine restaurant. The second foundation of demand is as a substitution for meals prepared and consumed at home.

Fact is, customers are now used to ordering in and are moving away from dine-in, giving an upper hand to aggregators when it comes to running the market.

Key stakeholders of food aggregators

Stakeholders are those who are affected by the organisations activities, objectives and policies. These include:

Employees, Directors, Managers, Bank, Government, Media, Customers, Suppliers, Competitor, Stockholders and Local Authority.

Business objectives

The food aggregator business model has the following objectives-

1. To develop a system that will satisfy customer service.
2. To design a system able to accommodate huge amount of orders at a time.
3. To improve the communication between the client and the server and minimize the time of ordering.
4. To automatically compute the bill.
5. To provide online menu information for customer.
6. To get better prices from vendors by ordering smarter, leveraging detailed purchase history.
7. To increase profitability by eliminating unnecessary and wasteful purchases.
8. To target the enhancement of the regular restaurant services.
9. To lessen the work of the waiters in assisting the customers.
10. To overcome delays in traditional food ordering system.
11. To remove the paper restaurant menu form and bring significant benefits to the industry.

Scope of concept

The online food delivery market in Asian Nation is projected to be a 7Billion USD market with about 170 million users and an annual growth rate of 10.5%. For standpoint, the market in China stands at about 32 Billion USD. What this merely means is that we are seeing the evolution of online food ordering culture crossways cities, big or small.

People's life is getting busier with every passing moment, especially in the metropolitan and surrounding areas. To keep up with the hectic schedule, they need quick, reliable, and anytime-anywhere assistance for various day to day tasks.

Like they need uber to hail cabs and task rabbit to find technicians, they need a service like food panda to fill their appetite, especially, when they don't have time and energy to cook at home or go to restaurants.

The few factors mentioned below has given a huge upper hand to the aggregator model of food business-

1. It is easier for customers to visit a single marketplace website instead of visiting different online food websites.
2. They have more options and it becomes easier to explore all the restaurants and cuisines available in the area.
3. Price comparison, reviews and rating for quality assurance etc. are some other reasons why the concept of aggregators has such a wide scope in the market.
4. Also, historically, food ordering and delivery service had been limited to urban areas, where there would be high population density and demand. But, with increasing internet penetration and rapid smart phone adoption, semi-urban and rural areas have also become potential market segments for this sector.

From the above points we can decipher that, today, majority of the restaurants are creating use of the net food ordering systems that guarantee its users to possess a more robust and convenient manner of ordering infinite cuisines at doorstep and rationalizing an all new way to dine out.

Business Analyst Delivery Plan

STRENGTH

1. Ability to alter UI based on changing customer requirements.
2. Service is delivery centric; hence can always guarantee minimum delivery time plus added services like GPS, etc.

3. Ability to provide multiple cuisines at one stop- thus fulfilling the consumer's inherent need for choice.

4. Ability to devise their own delivery radius- consequently upping margins, while reducing variation due to external situations (e.g. Traffic).

WEAKNESS

1. Operational difficulties of post order customer service- hassles of phoning call centers to have issues addressed.

2. Margins per order received extremely thin.

3. Big hire and fire culture, teams not loyal enough.

4. Excessive costs into marketing and discount coupons- resulting in negative margins for first few years.

5. Taste and quality of food not in their hands.

6. Extremely reliant on restaurants to deliver and execute an even delivery experience for the consumer.

7. Consumer views experience compelled—a minor mistake could drive the customer away.

OPPORTUNITIES

1. Thousands of restaurants in each city, and hundreds of cities to expand in. The growth could be exponential.

2. Use of payment forums like Paytm, and other convenient modes of payment in order to provide further incentives to the consumer.

3. Representation of various small-scale restaurants without delivering facilities, or those that can't take orders online.

4. Convenience being the need of the hour for the present consumer.

THREATS

1. Excessive amounts of competition laden with investments worth hundreds of millions of dollars dividing the market.
2. Fraudulent restaurants using discounts provided by start-ups to earn an easy buck.
3. Increasing costs of fuel, resulting in increasing operational costs.
4. The realization that the reason most families wouldn't eat at home is to spend quality time together outside, rather than order at home. Hence, the target market greatly reduces.
5. Service provided, i.e. food delivered, has an expiry date.

Detailed project concept requirements

Market opportunity – For many decades, India's restaurant business was largely built on dine in as well as deliveries in neighborhood, but a rush in Smartphone penetration of cheap mobile data plans has helped fuel access to food ordering apps.

Cost – Cost incurred by these food delivery giants is salaries for delivery staff, cost of equipment and vehicle they use, and also the training and administrative costs.

Risk-Maybe because of

- Growing health consciousness in India which possess a threat to all food delivery and serving companies if they fail to meet or maintain improved health standards.
- Numerous competitors available in the market.

Resilience- Many issues were raised against the companies which included deep discounting, high and uneven commission, lack of transparency, customer data, masking etc. but these food aggregators were resilient enough to recover quickly from such difficulties, resolve issues and then make a comeback in the market.

Customer experience –Zomato, Swiggy and Uber Eats are using Artificial Intelligence as a solution to many problems and helps increase their customer satisfaction. It helps to make a customized interface to customers according to their specific like or needs.

Innovation-If we talk about innovation, then Zomato is currently ahead in the race as it has acquired a drone-based delivery start up "Teach eagle" as it looks to empower a drone-based delivery network in India.

Technical Implementation

Prerequisites of food aggregator model in technical implementation-

Catalog 2.0

Catalog 1.0, took in menus from restaurants and stored them for use on the platform. But, Catalog 1.0's classification & data ingestion pipeline was not designed rightly for food delivery.

Then entered Catalog 2.0, the one that solved for 'anything-delivery'. To make Catalog 2.0, online food startups had to build the entire taxonomy ecosystem & the ingestion pipeline through which SKUs (Stock Keeping Units) can be added into the system.

Control Room

Maintaining a massive ecosystem with dynamically changing properties needs to have data science behind it to support human interventions.

Since these were actual stores and not warehouses where inventory is self-managed, food aggregators had to build a dynamic Control Room that could continuously monitors stocks across different categories and runs rules which predicted eventual behaviors.

For example, let's say in a particular Store that sells milk, the inventory diminishes faster in the morning and when the inventory goes out of stock, it will only be available again the next morning. This useful knowledge is fed to the Control Room so that it internalizes it, determines when the item will be back in stock on its own the next time, and also keeps a track of this every morning so that the customer experience is never hampered — whenever you order, your order can be fulfilled.

Order Management System

The Order Management System does 3 simple, but powerful things for Stores:

Offers abstraction :It has the ability to function in a consistent manner, regardless of what the 'anything' is in 'anything-delivery'.

Allows plug-and-play: It can handle any new type of delivery order with ease since the business logic is separated from the core platform.

Gives seamless Paas integration: It gives customers the freedom to choose their preferred payment method for their stores order, just like they would for their food orders.

Orchestrator & Timekeeper

In a food-delivery world, once the order gets placed, the customer can just sit back, relax & wait for their food to arrive.

With Stores, this gets a little tricky, because we don't know at what time which of the 4 actors of the system need to interact with each other.

How do we do this? By building a 4-way interaction between the actors — the customer, the customer support agent, the delivery partner & the pickers and store vendors.

Let's see the explanation in detail:

In a food order, the delivery process goes through primarily 5 order states:

1. The restaurant partner confirms the order
2. A delivery partner reaches the restaurant
3. The delivery partner picks up the order
4. The delivery partner reaches the customer's location
5. The customer receives the order

These states, which are triggered by the Delivery Partner or the Restaurant Partner, are mostly sequential which is not the case in stores.

The Stores journey requires the customer & the customer support agent along with the delivery partner & the Store partners and pickers (collectively, the vendor) to act on the order to guarantee fulfillment.

So, active sub-states such as 'Item alternatives confirmation', 'Cart price/item confirmation' that may or may not happen in a specific sequence motionless need to be handled in a coordinated style.

How do we solve this? Through the Orchestrator. But by making it completely stateless.

This stateless Orchestrator, the middle-man of the system, listens to events from multiple sources and acts according to pre-defined or predicted steps. The same information is provided to the customer in a timeline view, so that he can act on the order if need be, which in turn results in the generation of different types of events in a specific order.

While this works in about 99% of the cases without any deviations, certain anomalies such as events coming out of sequence or missing events could cause the whole order lifecycle to go into a non-recoverable situation.

To counter this, it was imperative to build an anomaly detection engine that presides over the order but doesn't act on it unless it is required to do so. The anomaly detection engine is based on basic machine learning and leverages history, patterns and set of rules.

Customer Support Agent Dashboard

In a 4-way interaction engine, having the right set of tools to enable orders to go smoothly is paramount, especially in cases where the system detects an anomaly.

Examples of such anomalous events are a Store being closed even after the auto-detection mechanism has run or an item going out of stock even though the inventory was checked.

In such scenarios, it is very important to fulfil a customer's requests- if not automatically, then manually through a customer support agent, which means there is a need to empower the customer support agents to make the right decisions.

This is done with a sophisticated yet easy-to-use dashboard that not only gives them a birds-eye view of what's happening with an order, but also the right levers the support agent needs to fix anything so that we can deliver anything.

Delivery Partner App 2.0

In the transition to the hyper local marketplace model, one of the biggest pieces of the puzzle was the delivery ecosystem which needed to be rebuilt to send & receive the right signals to ensure a smooth ‘anything delivery’.

Hybrid Storefront

With Stores, the whole pre-order experience is built using web technologies while the post-order experience uses pure native technologies.

To enable this, the Web views and the native components needed to act in unison. But that meant to try a unique style to build this storefront product for customers, without compromising even a tiny bit on the experience.

To do this, food aggregator ensured that the web components were very lightly pre-cached which gave the ability to experiment & react to market changes very quickly.

Store Fulfilment App

Last, but not the least.

Along with customers and delivery partners, an important player in the Stores ecosystem is the store partners & pickers associated with them.

The store fulfillment app is a completely dynamic application built with the powers vested by the web & made available in the hands of the partners. It helps store partners receive orders from customers, keep stock of their inventory & mark items out of stock when needed.

So, when a customer places an order on an aggregator store like Swiggy, the store partner can immediately act on the order. The store partners relaying the order to the store pickers, who “shop” for the items the customer has requested, get it billed & keep it packed and ready for pick up by the delivery partner.

Any big change necessitates a certain amount of disruption in the ongoing processes. However, the food aggregator’s aim is to ensure that **no matter how much they need to evolve to serve**

the customers better, they will always strive hard to give exceptional experience of the services that customers have to come to expect out of the aggregators.

How do aggregators make money?

The following are the different sources that food aggregators makes money from: -

Commissions

Online food aggregators typically charge a 15% – 25% commission on the order bill amount received by the restaurant. This commission is charged on the full bill amount which is inclusive of the Goods and Service Tax charged over and above the menu price.

Aggregators continuously try to get restaurants on board to be available on the website/app exclusively. On this account, certain benefits are given to restaurants like greater visibility and sometimes a drop in the commission of about 2% – 3%. But since the resulting benefit is far more than the drop-in revenue, aggregators do this aggressively.

The percentage of the commission depends on various factors like the frequency of orders received, location of the restaurant, dependency of the restaurant on Swiggy, percentage charged by competitors, penetration to a new city etc.

Delivery charges

Maximum of the aggregators do not have a minimum order requirement for delivery which means that aggregators often receives orders amounting to less than Rs 100. This increases the logistics cost per order.

So, after aggregators get a strong hold of the market, it starts charging delivery charges to low order amounts (depending and varying upon city to city). Delivery charges are typically around Rs 20 for orders less than Rs 250. Aggregators sometimes also charges a surge in delivery prices in times of high demand, rains, and special occasions and midnight delivery in select markets.

This additionally helps in pushing customers in ordering above the threshold to avoid paying delivery charges.

Advertising

Food aggregators started earning advertising revenue via two models – Banner promotions and priority listing of restaurants.

For e.g. Swiggy recently started with Banner promotions to take a leaf out of Zomato and Uber Eats books. Restaurants are promoted and displayed in their app and website pertaining to regions. Different regions on the displayed page vary in their rates based on the visibility that the restaurant receive via banner promotion.

The only limitation is that Swiggy does not share customer data, so the restaurants rely on generating raw revenue through higher visibility only.

Swiggy typically displays a list of available restaurants to the customers. It has tapped this very potential into a revenue stream by charging a premium from restaurants in return of giving priority listing to the restaurants. Higher up the list the restaurant is displayed, higher is the cost the restaurant has to pay.

Restaurants

Max of the aggregators have started their own restaurants which are prominently displayed on the application and website with the highest amount of visibility one can imagine. This started in Bangalore and is said to be replicated soon in markets like Mumbai and Hyderabad.

Swiggy Super, Zomato Gold and the upcoming membership of Uber Eats

Swiggy has launched “Swiggy Super”, Zomato with “Zomato Gold” which is a membership program for customers. It offers unlimited free delivery on orders above Rs 99 and no surge pricing for which the customer has to pay a fixed amount.

Available options include a one-month membership for Rs 149 and a 3-month membership for Rs 349 which are being offered at an introductory price of Rs 49 and Rs 129 respectively. This amount in addition to the repeat orders and the food aggregators expects through this membership program an increased revenue.

Affiliate Income

Besides the core business practices, aggregators also make money in the form of affiliate income by referring credit cards to its customers. The company has partnered with financial institutions and banks like American Express, Citibank, ICICI bank, HSBC, etc. to sell their credit cards to the customers.

Customers see the credit cards offers on the order tracking screen.

Sources of Expenses for aggregators

Apart from the revenue streams, aggregator also has to incur expenses for its day-to-day functioning.

1. Payments and incentives to delivery partners (the amount varies according to the experience, place of operation, and the number and time of delivery)
2. Application and website development charges
3. Application and website maintenance charges
4. Salaries and provisions to full-time employees
5. Administrative costs
6. Advertising and marketing costs
7. Benefits given to customers in the form of offers
8. Returns and refunds
9. Miscellaneous expenses

Value added by the business concept

1. Makes the ordering process easier

Conventionally, people had to make calls to place orders or drive to the restaurants for a pre-cooked meal, then wait for the food to be prepared and delivered. Occasionally, placing an order on the phone means that there could be errors in order. Obviously, these aren't really the finest solutions to order food from restaurants particularly for people with busy lifestyles.

The best solution is switching over to online ordering which will not only make the ordering process easier for customers but also streamline restaurant operations. Having an online ordering system can make the day-to-day operations well-organized for a restaurant. On the other hand, when a customer places an order online, they take their time to browse the menu and get familiar with add-on deals and offers that your restaurant must be offering. This can lead to an exponential rise in the total sale value per order.

2. Efficient customer and order management

An online ordering system for Restaurants helps improve the customer-restaurant relationship by providing end to end Customer Relationship Management (CRM) structure. It provides a comprehensive sales dashboard with information about new/active/cancelled orders, lifetime sales details, etc.

It also originates with an order management system that rationalises the entire ordering process starting from order placement to ultimate delivery.

Each and every time customers place an order; a well-organized online ordering system sends notifications through email or SMS to help the restaurant staff make the order implementation faster. On the other hand, such software is also well equipped with GPS systems that help you capture the complete address that in turn safeguard timely and fast deliveries.

3. Monitor your expenses incurred in real time

This is the highest advantage of the online ordering system, it gives accurate information about the cash flow in the eatery. You get to have track of costs incurred during preparing an order and equate it to the cost you are giving it to the customer, all this while keeping a trail on the profitability. In a day when you obtain hundreds of orders, an online ordering system will give you an accurate monetary translation of each order without having you look into cash catalogues.

4. Free and cheap marketing

By enhancing brand's online presence in the market, aggregators can boost sales with additional new and returning customers.

Having a robust online presence simply means being in front of your customers 24X7 without having to pay for expensive mass media advertising and billboards. Internet is a free community and all you require is a user-friendly website and a decent social media engagement on social media platforms like Facebook and Instagram.

5. Better customer data

Who are your regular customers? What do they like ordering from your restaurant? Which food items are popular? Are they aware of the advancements and offers on the website? Do they prefer ordering from website or app? These and many other connected queries can be answered using analytics and insights can be delivered by a robust online ordering system for restaurants. This data is valuable since you can use it to send targeted advertisements to your customers and lure them to keep coming back.

In-house resolutions allow you to examine ordering drifts and customer preferences in complexity so you can tailor your menu, offerings, and deals prices, and so on to provide a personalised experience to everyone.

6. The convenience of mobile ordering

From meetings to jam-packed areas, there are times when one may not be able to create a phone call to order food. Online ordering permits customers to order anytime, anywhere using their mobiles, tablets or other handheld devices. There is no necessity for the customer to stretch out and make a call meanwhile troubling their privacy or disturbing a meeting for a lunch order. Through a mobile app, the buyers can silently place an order without the difficulty of talking over the phone. A mobile-friendly website or app will make certain that you never drop a customer.

7. Stay ahead of the competition

With the growing consumer claim for faster, more suitable ways to order, self-governing restaurants are capitalising in this new takeout technology to stay ahead in the competition.

8. Grows your bottom line

Because in the end, that's what really matters!

Conferring to the study directed by Restolabs' investigation team, it was instituted that Instructions placed online are 20 percent larger on average, which means more revenue. When customers can cruise the menu without feeling rushed by lines, they incline to spend more time deciding what to order. The math is simple: the extra time they have to guise over, the more they are likely to order. Now that's profit!

9. Greater reach

A restaurant's seating volume may be 100-200 at a time, or even less, but with online ordering, you can reach thousands of people at a time, and cater to a much greater figure without having to make any supplementary investment in workforce or infrastructure. All you require is a well-integrated online ordering system and you are good to go!

Loopholes and challenges of food aggregator model

As the online food delivery channel grows popular it also brings some challenges and risk of cannibalization for the competitors.

Online food delivery model has its own undercurrents and presents a diverse set of challenges as listed under-

1. Wavering customer loyalty as one may have many attractive offers and choices provided by the competitors and there is no sure-shot way to confirm that the customers will stick around.
2. Unpredictable pricing model due to ferocious rivalry in the online food delivery segment, it is very puzzling to adopt a pricing model that is not subject to variation and can push sales continuously.
3. Logistics Dilemma i.e. should the delivery be limited to only limited areas or should be binge out across the city? What are the probabilities of getting a greater number of orders from a specific area? How many delivery vehicles would be required and so on!
4. Inconsistency in food quality

It's a fact that food delivered in a container stands no comparison to the food served straight from the kitchen to the tables. The customers compare the quality of food directly to the quality of delivery.

5. Inability to handle with volume

Most of the times, restaurants fail to develop a second or alternative line of processes to handle online deliveries of large volume with that of the customers walking into your restaurant.

6. Entry of Bigwigs

The entry of kitchen centric model or cloud computing kitchens have been feeding the curiosity of online food start-ups that are looking to replace traditional business models with a more sustainable and scalable one.

Conclusion

From the above points we can conclude that online food delivery is at such a stage where it has become an everyday part of human life and is not seen as an external activity anymore. They have become a household and generic name for food by revolutionizing the entire industry in the form “aggregator”. With the increase use of internet penetration, the food aggregators are flourishing in the market at a very fast pace.

INVESTOPEDIA

ONLINE MARKET PLACE

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Introduction : E-commerce is fast gaining ground as an accepted and used business paradigm. More and more business houses are implementing web sites providing functionality for performing commercial transactions over the web. It is reasonable to say that the process of shopping on the web is becoming commonplace. The objective of this project is to develop a general purpose e-commerce store where product like clothes can be bought from the comfort of home through the Internet. However, for implementation purposes, this paper will deal with an online shopping for clothes. An online store is a virtual store on the Internet where customers can browse the catalog and select products of interest. The selected items may be collected in a shopping cart. At checkout time, the items in the shopping cart will be presented as an order. At that time, more information will be needed to complete the transaction. Usually, the customer will be asked to fill or select a billing address, a shipping address, a shipping option, and payment information such as credit card number. An e-mail notification is sent to the customer as soon as the order is placed

Information :

McGoldrick (2002) defined 'electronic shopping' as a form of shopping in which some form of electronic communications technology is used at the offering, ordering and/or payment stage. E-commerce takes place between companies between companies and their customers, or between companies and public administrations, (Whiteley, 2000). While Koty (2006) said that: "E-commerce is the process of managing online financial transactions by individuals and companies." Usually the key components of e-commerce are distinguished between electronic commerce between businesses (B2B), between consumers and businesses (B2C) and that between consumer each other.

BACKGROUD INFORMATION OF THE CONCEPT

It was **founded** in 1994 by Jeff Bezos and was one of the first American **ecommerce** companies to sell products over the Internet.

One the earliest consumer **shopping** experiences was Book Stacks Unlimited, an online bookstore created by Charles M. Stack in 1992. Stack's store began as a dial-up bulletin board two years before Amazon was founded by Jeff Bezos

1984: In April 1984, CompuServe launches **the Electronic Mall** in the USA and Canada. It is the **first** comprehensive electronic **commerce service**. 1989: In May 1989, Sequoia Data Corp. Introduced Compumarket, the **first** internet based system for **e-commerce**.

Rakuten is one of the world's **largest ecommerce company** with its global transactions climbing upto 12.9 trillion Yen. It employees more than 10,000 employees and operates in 24 countries.

K Vaitheeswaran **started India's first e-commerce** website Fabmart.com back in 1999. Before there was Flipkart, Myntra, and Snapdeal, there was Fabmart.

The Michael Aldrich Archive - **Internet Online Shopping**. **Online shopping** was **invented** and pioneered by Michael Aldrich in the UK. In 1979 he connected a modified domestic television via a telephone line to a real- time multi-user transaction processing computer.

Flipkart was the **first online shopping** website in **India**

IDENTIFY THE STAKE HOLDERS

A Stakeholder is a person, or a group that has interest in an organisation's activity. There are many different stakeholders in E-commerce. Some of the main stakeholders are the buyers, designers, companies and competitors. They can affect or be affected by E-commerce.

The following information shows the advantages and disadvantages of each stakeholder:

Buyers

Advantages: can easily shop online and able to buy products overseas

Disadvantages: Safety and privacy are issues

Designers

Advantages: Can sell products online without a store.

Disadvantages: it is hard to convince people to buy their products

Companies

Advantages: Can quickly and easily inform customer of their new products

Disadvantages: Sell might decrease since people start buying online.

Competitors

Advantages: easily find out its competitors' sells and cost. Also can improve itself

Disadvantages: customers might go to their shop

Discovers business objectives

1) Increase revenue

The primary goal of any marketing strategy is ultimately to increase revenue, and Internet marketing is no exception. Thankfully, the Internet provides plenty of opportunities for every business to improve their bottom line.

By combining search engine optimization, or SEO, with pay-per-click ads, or PPC, your company can improve the chances that potential customers find you online. And with strategies like content marketing and social media marketing, you can position yourself as an expert in your field who also cares about your clients.

2) Build a brand

Internet marketing objectives often include building a brand. This means not only establishing your logo and company name in the minds of consumers, but also what your company stands for.

Well-known brands are typically trusted more by customers, especially when paired with positive associations. The Internet is a great tool for building that trust, because it has a wide reach and allows you to directly connect with individuals.

3) Improve local SEO

Many small businesses, as well as companies focused on increasing sales in specific geographic region, focus much of their marketing efforts on improving their local SEO. This means optimizing various elements on their sites in order to attract local customers who are looking for the services they provide.

Although the number of searches that include both your industry and your town or city is undoubtedly lower than those that just specify a product or business type, those searches tend to generate much more qualified traffic. If a user is already looking for businesses where you are, chances are high that they'll be willing to come to your physical location.

Learn why WebEx is the best SEO company for the job.

4) Increase qualified traffic

Every business owner wants to see numbers rise in terms of visitors to their site and landing pages. However, those numbers are meaningless if they aren't the right kinds of traffic. Not every visitor to your site is going to make a purchase. That's just the way of the Internet, and should be accepted. However, if *none* of your site visitors make purchases (or contact you), you are likely attracting "unqualified" traffic, or visitors who have no intent of becoming a customer.

By targeting your marketing to specific personas and aiming to attract specific, qualified people, you can increase the ROI of your marketing efforts—as well as your bottom line.

5) Manage online reputation

In an age when anyone with a computer or Smartphone can post their opinions about companies, products, and services for the whole world to see, it's important for businesses to maintain a solid online reputation. This means monitoring your company's name, maintaining social profiles, and responding to bad reviews accordingly.

One bad review doesn't mean that your company's reputation is shot, but one bad reaction to a bad review might. The way you publicly respond to customer complaints will show them (and all other current and potential customers) how much you care about their opinions. But as intimidating as that may sound, all it takes is a bit of respect and concern for your customer base.

Scope of online marketing

Nowadays, India is in a completely growing stage of development and we need to update our business to the growing needs of the new generation. 'Incredible India' has now got a new name – 'DIGITAL India'. There is a huge scope of ecommerce. The current generation completely belongs to e-services. Today, every business and service is going the 'internet' way. Everyone prefers e-services and e-governance which are the most preferred ways to connect to the people around the world.

According to a report released by an American Information Technology Research & Advisory Corporation known as Garner, "e-commerce in India will probably exceed \$6 Billion in profits by 2015, estimating a 70% growth from a year-ago". Nearly 8 million people did their shopping from one of top 4 online shopping websites in 2012, and the number has grown to 35 million this year. By 2016, this online consumer base will rise to nearly 3 times to 100-million, and over 50 percent of the new buyers could be from Tier-I and Tier-II towns. This makes India one of the wildest-growing e-commerce markets in the Asia Pacific region.

Formulate The Business Analyst Delivery Plan

Business have their online retailing –supply chain, logistics. They provide products to their customers i.e. Business to Business (B to B) ,and Business to Customers (B to C) by their own logistics companies. The logistics companies supply the goods or products from business to customers. The logistics companies are very fastest suppliers like Safe express, DTDC, Professionals, Expressbees,Bluedart ,Delivery,Gati exp, Indian Post and some other companies, etc.

Business Case Study and Requirements

The first step of the requirements and specification process is to define, analyze, and document the fundamental business need for the system to be developed. This business need may be broad

and multifaceted, in which case a custom product may be only one part of the solution to the business need. However, the custom product definition must factor in its interaction with other parts of the fundamental business need. This business need will become the basis for all subsequent product requirements and functional specifications. Because a Business Case template is used, the process of defining the business need is repeatable and the risk of missing an important component is minimized. Listed below are some sample elements and supporting questions for inclusion on a Business Case Template.

Product Requirements

The next progression of requirements development and documentation is the product requirements document. This document should be written in natural language and describe the services that the product must deliver. It should be focused only on external system behavior, describing the system from a user's perspective. The description should be built upon inputs such as interviews with expected product users and experience with other existing systems.

A template for a PRD could be used which would outline elements such as:

- The user audience for the software product to be developed
- The services the product must deliver
- The operational and performance goals for the software product

The statements made in the PRD should be traceable to statements in the Business Case. Following is a sample outline to use in developing a PRD template.

Customer details for buying the product

All personal details of consumer like name, address, and mobile no etc

Conclusion

Product Requirements Definition (PRD) Management defines the components of a product and their required successful integration. This effort is the most important phase of a product as it sets the foundation for all subsequent phases of the product's life cycle. By using the foundations of project management, this approach provides clear objectives, agreed upon expectations, consideration of the organizational impact, identification of a risk management strategy and

facilitation of knowledge transfer between resources to promote and perpetuate the product's life cycle.

Support the technical implementation

2.1

Description: Any member can register and view available products.→ Only registered member can purchase multiple products regardless of quantity.→ Contact Us page is available to contact Admin for queries.→ There are three roles available: Visitor, User and Admin.→ • Visitor can view available products. • User can view and purchase products. • An Admin has some extra privilege including all privilege of visitor and user. Admin can add products, edit product information and add/remove product. Admin can add user, edit user information and can remove user. Admin can ship order to user based on order placed by sending confirmation mail.

2.2 Using the code: 1. Attach the database in your "SQL Server Management Studio Express".

2. Run the application on Microsoft Visual Studio as web site

3. Locate the database. 2.3 MasterPage details: Online Shopping Master Page (Similar Master Page for Visitor, User and Admin)→ 2.4 Web Pages details: Home Page→ About Us Page→ Clothing Page→ Order Us Page→ Contact Us Page→ Admin Page→ Login Page→ Register Page→ Track→

4.0 ONLINE SHOPPING APPLICATION: Anyone can view Online Shopping portal and available products, but every user must login by his/her Username and password in order to purchase or order products. Unregistered members can register by navigating to registration page. Only Admin will have access to modify roles, by default developer can only be an 'Admin'. Once user register site, his default role will be 'User'.

Financial working of the concept:

The Indian online marketplace has become a battleground for some big names. With e-retail and m-retail growing at an astounding rate, the Indian e-commerce industry is all set to hit the \$100

billion mark by 2020. A few names stand out with respect to online retail, in terms of their sheer market size and growth rate. These are Flipkart, Amazon and Snapdeal. According to a 2014 report by Morgan-Stanley, these three players have shot ahead of the competition. In 2014, Flipkart led with a whopping 44% market share, Snapdeal followed with 32% while Amazon was at number 3 with a 15% market share.

Naturally, these three players are doing everything within their power to one-up each other in the market. This might be some mildly interesting Twitter banter between Flipkart and Amazon, or the coinciding sales that these companies partake in (case in point, the upcoming Amazon sale from 10th to 12th August and the Snapdeal sale from 10th to 16th.) One more area where these three are heavily competing is capital financing for their sellers. Since this is a really important issue for most sellers who subscribe on these marketplaces, we are dedicating this article towards discussing the nuances of the capital financing plans offered by these three.

Flipkart Vs Amazon Vs Snapdeal: Capital Financing

Let us first understand the importance of capital financing. One of the biggest advantages of online retail is the low working capital required to start up. Although this might be true, a seller might be in need of capital to expand their business as they grow. Capital financing is a good way for online marketplaces to assist sellers in business expansion. Each of our three competitors offers comprehensive capital financing plans. Let us look at them individually.

Flipkart

Flipkart has partnered with five financial institutions including Axis Bank, Capital Float, Lending Kart and Bajaj Finserv Ltd. to offer financing services to its sellers. Sellers can get loans of amounts starting from Rs. 1 Lakh to Rs. 2 Crore. The interest rates for the loans are between 11.99% and 12.99% and do not require sellers to put up collaterals. Although all sellers can apply for a loan through this service, Flipkart will choose which sellers to award the loans to. These are line of credit type loans with a 12-month tenure.

Snapdeal

Snapdeal managed to raise over Rs.50 crore through its Capital Assist program. To do this, they have partnered with over 12 banks and NBFCs including Axis Bank, ICICI Bank, HDFC Bank, Religare and L&T Finance. Snapdeal has clearly defined eligibility criteria and selection procedures for its sellers, although applications are open for all sellers. Tying up with Tata

Capital, Snapdeal offers loans starting from Rs.5 Lakhs to Rs.2 Crore at competitive rates and flexible tenures.

Amazon India

Amazon has also recognized that credit is the key factor when it comes to the Indian market. Recently, it introduced its loan program for sellers in 8 countries including India. These short-term working capital loans are offered to selected sellers on an invite-only basis. Amazon cites the high failure rate of small businesses in India and China as the reason behind this strategy. The loans will range from \$1,000 to \$600,000 (Rs.64, 000 to Rs. 3.8 Crore approximately) and will be offered for a tenure of six months. Amazon plans to make money through the interest on the loans and sale commissions.

EVALUATE VALUE ADDED BY THE BUSINESS CONCEPT

Many customers, like the commercial grower, understand their own requirements but do not necessarily know what fulfilling those requirements is worth to them. To suppliers, this lack of understanding is an opportunity to demonstrate persuasively the value of what they provide and to help customers make smarter purchasing decisions.

A small but growing number of suppliers in business markets draw on their knowledge of what customers value, and would value, to gain marketplace advantages over their less knowledgeable competitors. These suppliers have developed what we call *customer value models*, which are data-driven representations of the worth, in monetary terms, of what the supplier is doing or could do for its customers.

1) A Common Definition of Value

To measure value in practice, it is crucial to have a shared understanding of exactly what value is in business markets. Before we go into any detail about building value models, we need to provide a brief explanation of what we mean by *value*. Value in business markets is the worth in monetary terms of the technical, economic, service, and social benefits a customer company receives in exchange for the price it pays for a market offering. We will elaborate on some aspects of this definition.

2) Building Customer Value Models

Field value assessments (also known by other names, such as value-in-use or cost-in-use studies) are the most commonly used—and, we believe, the most accurate—method for building customer value models. Field value assessments call for suppliers to gather data about their customers firsthand whenever possible. Clearly, however, conducting such direct research isn't always an option. In cases where field value assessments are not feasible, it is possible to gain a worthwhile understanding of value through such methods as direct and indirect survey questions, conjoint analysis, and focus groups, all of which rely primarily on customers' perceptions of the functionality, performance, and worth of a supplier's offering. (See the insert "Using Customer Focus Groups to Assess Value.") Below, we describe a process for building a value model using field value assessments.

3) Gather data.

With a comprehensive list of value elements in hand, the next step is obtaining initial estimates for each element and finding out what each one is worth in monetary terms. Sometimes, suppliers find it useful to gather data by placing a team member in a key functional area of the customer's organization for a week or two in order to gain a better understanding of what is actually being done and where things can go wrong during the day. For example, a supplier might have a team member work in the customer's receiving department. To allay any concerns on the part of the employee, customer management should tell them that the person is there to help out and to learn.

4) Delivering Superior Value and Getting an Equitable Return

Understanding value in business markets and doing business based on value delivered gives suppliers the means to get an equitable return for their efforts. The essence of customer value management is to deliver superior value and get an equitable return for it, both of which depend on value assessment. W.W. Grainger, the MRO supplies distributor, is an excellent example of a company that has realized the benefits of measuring and monitoring value for its customers. The company has even established a consulting arm, Grainger Consulting Services, specifically to help customers understand the total cost of MRO supplies management.

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DADA RAMCHAND BAKHRU SINDHU MAHAVIDYALAYA

Department Of Management

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Ola Cabs

Background Information of Ola Cabs:-

Ola Cabs was founded on 3December 2010 as an online cab aggregator in Mumbai, and is now based in Bangalore. In November 2014, Ola diversified to incorporate auto rickshaws on a trial basis in Bangalore. After the trial phase, Ola Auto expanded to other cities like Delhi, Pune, Chennai and Hyderabad starting in December 2014.

Identify the Stake holders:-

Ola's founders, Bhavish Agarwal and Ankit Bhati, together hold only 11.95% of the company. **Ola** also has some individual investors including industry doyen Ratan Tata, Anupam Mittal of People Group and RehanYar Khan of Orios Venture Partners.

Business Objective:-

Ola cabs felicitate point to point services within a city across multiple rental options and hour based car rental services or outstation travel. It makes use of a platform to ensure suitable, transparent and quick service fulfillment for the customer.

Strategy Adopted:-

Ola Cabs provides cab booking services to customers but it does not own any cabs. Every driver on the Ola cab app is an entrepreneur on itself. They bring own car on to the platform. Ola takes a commission of 15 to 20 percent overall revenue that drivers make through the platform. Ola cabs allow customers to book on its website and even via a telephone number too. Ola App enables on touch Taxi booking with ability to track a ride and share ride detail.

Define the Scope of Concept:-

Olacabs provides different types of cab services:

- **Ola prime-** A business class car service for luxury travel available in few cities offering bigger cars like Toyota Innova.
- **Ola Sedan-** A regular class car service aimed at providing the customers a spacious car for comfortable travel with cars like Toyota Etios.
- **Ola Mini-** An economic class car service to serve customers for affordable personal transportation with cars like Tata Indica.
- **Ola Pink-** A car service driven by a lady driver service lady travelers.
- **Ola Auto-** An auto service provided to the customers, removing the need for haggling the price with the drivers.

Formulate Business Analyst Delivery Plan:-

1. Customer Segments of Ola

There are two customer segments of Ola:

>>users of taxi service:

- **City Taxi** – Everyday commuters who want to book a cab to reach from one place to other, people who don't like to drive instead enjoy working while on the go.
- **Outstation or intercity Taxi** – Friends and Families who want to travel to some place together for outstation travel.
- **Rentals** – People who enjoy driving has an option to rent a car for as little as 1 hour or up to 12 hours.
- **Ola Corporate** – Corporate customers who want to manage employee travels (pick/drop services), insurance, expenses, and invoices through a centralized portal or dashboard.

>> **Drivers (taxi service providers)** – Driver partners owning eligible cars, who provides taxi services and earn through the Ola platform.

2. Value Propositions of Ola

The value propositions of Ola are as follows:

For Passengers

- its affordable and lean fares
- high-quality service and convenient rides
- Certified drivers
- Criminal background check
- active customer support system
- advance booking
- multiple stops facility
- hourly packages for rental cabs, share and express rides,
- zero wait time with Ola Select membership program
- cashless rides and
- in-cab entertainment with Ola Play

For Drivers partners:

- Choose your own working hours
- Access to more customers
- Instant booking
- Daily Payments
- 24/7 helpline support
- Lease cars get free car maintenance and
- Run and manage the fleet of cars

3. Customer Relationships of Ola

The customer relationships of Ola can be gauged by the pleasant experiences and satisfaction of the customers and driver partners.

Self-Serve App – Ola app is mostly a self-serve portal with 24/7 customer support.

Promotions offer – it maintains relationships with customers by offering them referrals credit points, various offers for their first ride, credits points if a trip is delayed or canceled by any reason, and many other promotions and discount offers.

In-App and Live Services – Ola provides 24/7 call and **emergency (SOS) alert button** in the app for exceptional customer service and support.

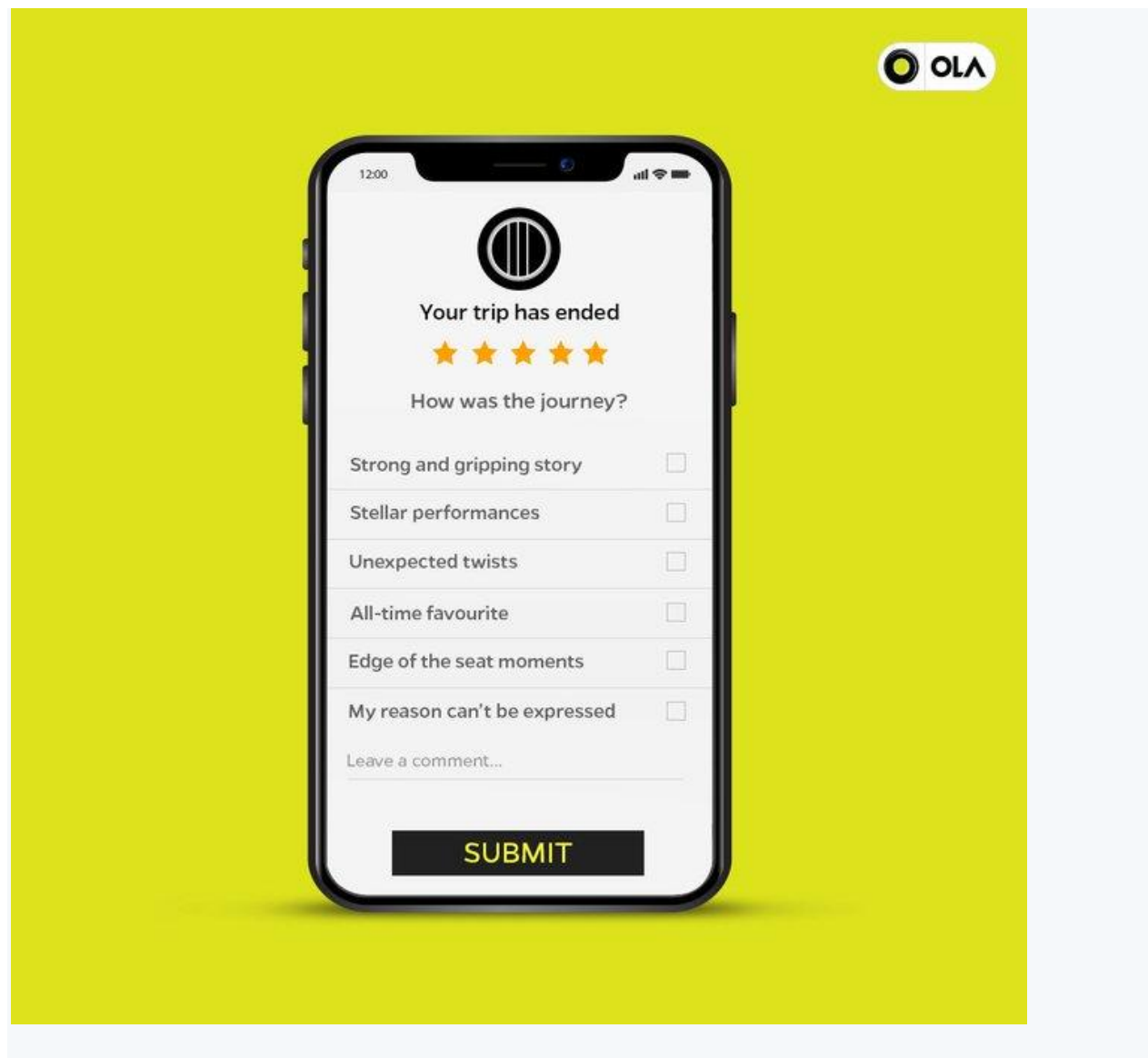


Image Source: Wikimedia Commons | Emergency panic button in ola cabs

4. Channels of Ola

The channels of Ola include:

- **Self-Serve** – its hi-tech mobile application available on iOS, Android, and Windows. It also utilizes SMS and emails notifications to work with customers and driver partners.
- **Partner Channel** – Other delivery channels are its extensive range of vehicles that include autos, bikes, micro, mini, Prime Sedan, Prime SUV, Prime Play, LUX, E-Rick, and KaaliPeeli.
- **Social Media** – It also efficiently manages its social media pages and thrive in communications with customers. It keeps asking for feedback from customers to improve their services



5. Key Resources of Ola

The key resources of Ola are:

- **Technology** – its mobile technology platform
- **Brand Reputation** – Ola has created significant brand equity for itself.
- **Employees** – its employees and staff working in the domains of IT, sales, marketing, customer support, and finance and business management
- **Engaged Community** – its vibrant community of passengers and drivers that uses Ola services every day.
- **Driver partners** – Experienced, trained, and qualified drivers are also its key resources.

6. Key Activities of Ola

Major key activities of Ola are given as below:

- **Platform growth** – Managing and updating mobile app on a constant basis
- **Manage daily operations**, which includes –
 1. Ensuring safe, secure, prompt and convenient rides
 2. Hiring, verifying and training of drivers
 3. Providing time-to-time incentives and commissions to drivers
 4. Performing car audits to ensure the quality, value, and maintenance of vehicles
- **Manage relationship** – Managing relationships with customers, partners, and investors
- **Government Compliance** – Understanding and complying government regulations and RTO rules in the areas where it's operating
- **Sales & Marketing** – Planning and executing promotion and marketing techniques – both online and offline
- **Manage Finance**, which includes
 1. Raising funds & develop an effective pricing strategy
 2. Administrating financial, operational, and functional tasks
 3. Performing surprise audits occasionally to ensure that the services are being delivered up to par, meeting the company's expectations.

7. Key Partners of Ola

The key partners of Ola include

Driver partners:

- Car drivers
- Car fleet owners
- private taxi owners

Operational partners:

- Technology enablement partners such as GPS service provider, Internet service provider, electronic or mobile wallet, platform hosting company, etc.

Extended Partners:

- Event organizers
- Corporate association
- Auto – Insurance companies
- Automotive maintenance companies
- Drug and background check companies
- Driving school or training institutes

8. Cost Structure of Ola

Ola's primary sources of costs include:

- **Platform cost:**
 - New feature development
- **Sales & Marketing:**
 - promotion and branding costs
 - discount offers and deals
 - partners and community events
- **Operational cost:**
 - Employee salaries

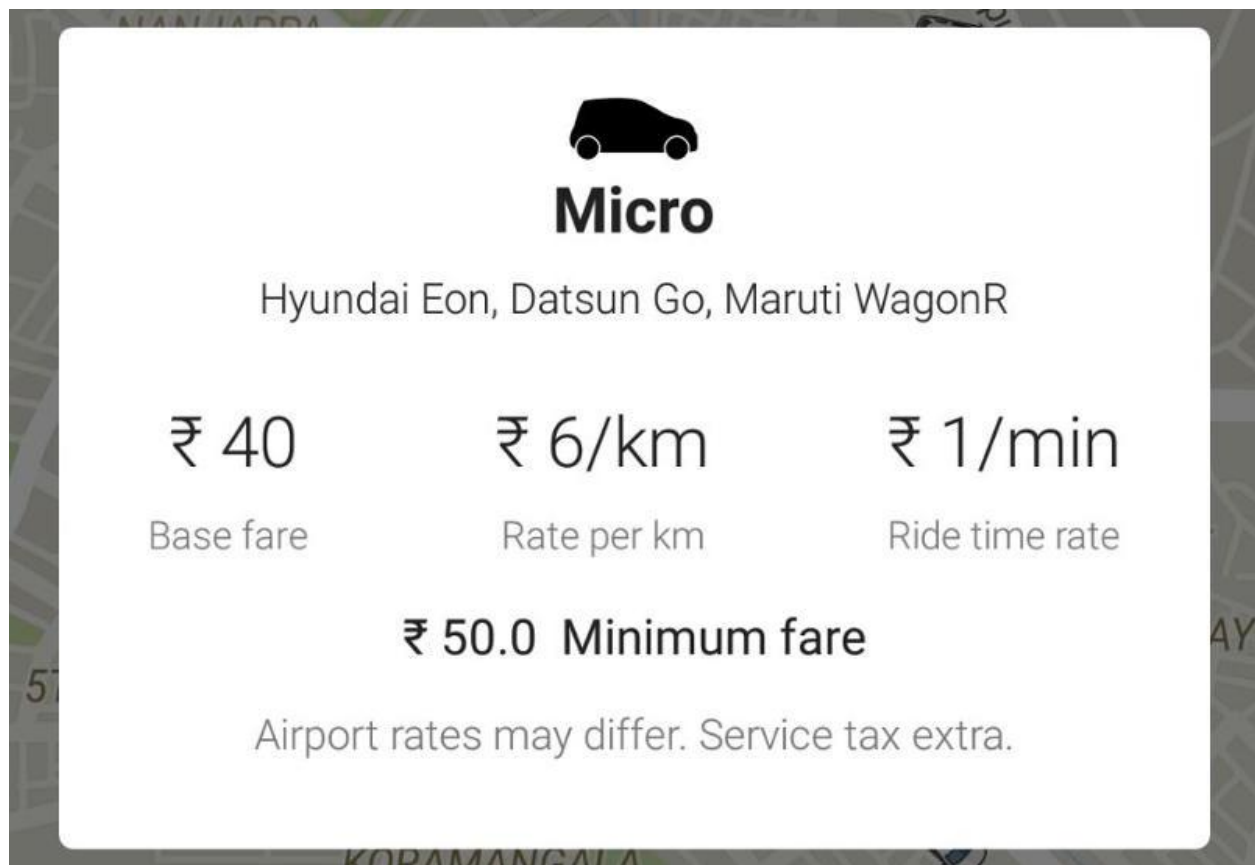
- legal and accounting expenses
- Commission to drivers
- infrastructure cost,
- web/app hosting cost
- Insurance cost
- Maintenance of lease vehicle
- Credit card/ mobile wallet processing cost
- day-to-day office maintenance expenses
- **Assets cost:**
- Computer equipment – phones, tablets, etc.

9. Revenue Streams of Ola

Let's look at Ola's revenue sources in more detail.



Business Model Canvas of OLA



1. Trip commission

Ola charges **percentage commission** from the trips being carried out through its platform. It charges trip fares from customers through several factors (below), some of these factors are applicable based on location, car type, etc.

- **Base fare** – it's an initial flat fare
- **Distance per km Fare** – is charged based on distance traveled per km, after initial fixed fare distance (differs from car to car and geographical location)
- **Ride time fare** – A fare charged based on the total time of the trip from pick up to drop off. Customers will be charged based on travel time in minutes.
- **Wait time fare** – is imposed if the driver had to wait
- **Peak Pricing** – During high demands for cabs, Ola increases the rates per km. It may also increase the rate of slabs depending on the type of car to generate more revenue. Your charges

will vary according to the car you have selected at the time of booking. These charges include a fixed rate per km, per km travel charges and driver's waiting time.

- **Advance booking fees** – there is an advance booking fee that is charged on all rides that are booked for later use.
- **Access fees** – it's a fee for auto rides
- **Convenience fee** – its applicable to ride that provides in-cab entertainment
- **Airport fees** – surcharge fees are charged in case of airport pickup/ drop off
- **Tool and parking fees** – it's based on the usage, when applicable
- **A cancelation fee** may be charged for canceled rides in certain conditions (fees vary as per rides and regions).
- **Service Tax** – is also charged on the entire trip fare

Once the travel fare is charged to your Ola Money Wallet, it will be credited to the driver's account. If it is paid in cash, the same amount will be deducted and included in driver's payment for the trips he has conducted.

Moreover, Ola deducts the service tax from customers' payment firstly. Then, it charges commissions percentage. Finally, it pays the remaining amount to the driver's bank account within 2 working days.

An estimated commission that Ola charges per trip:

- **Introductory promotion:** 7.5 % commission for new drivers for a limited period
- **In India:** Ola charges about 20% commission
- **In the UK:** Ola charges 10% for metered taxi and 15% for Private Hire Vehicle(PHV)
- **In New Zealand:** Ola charges about 18% commission
- **In Australia:** Ola charges about 15 – 22.5% commission

2. Ola Money

Ola has also introduced its money wallet just like paytm wallet and Free Charge wallet. Through Ola's virtual wallet service, payments can be made at various vendor touch points. The wallet

also incorporates its own services of cab-hailing payments. This contributes to the revenue of Ola.

3. In-cab promotions and advertisement commissions

Brochures, pamphlets, or other advertising tools are given to commuters. Live streaming ads from different advertisers are played to promote different company's products and services. Ola charges commissions for these promotions.

4. Cab leasing program

Ola has started a cab leasing program for its driver partners. It buys cars and leases them out to drivers to enhance the loyalty of drivers towards Ola.

There is an initial fee of **Rs 4000** non-refundable fees and **Rs 21,000 – 31,000** refundable security deposit. Also, a fixed daily fee amount of **Rs 700 -1150** is charged to the drivers for running the vehicle while the travel fare revenue goes to the driver. So, it can be an aggregate of both fixed fee and trip-based commission.

5. Ola Credit Card

Ola has introduced a credit card “Ola Money SBI Card” in association with SBI and Visa. The card offers many benefits and rewards to its consumers.

6. Corporate accounts

Ola performs several business meetings with the heads of various organizations where they promote Ola and convince corporate managers and employees to use Ola cabs for their business travels. Reduced rates are charged from these corporate as demand increases. With these B2B tie-ups, Ola earns a higher sales volume.

7. Delivery service – Food Panda

With Food Panda acquisition, Ola successfully entered into online food delivery segment. Ola is expected to take on UberEats and Swiggy, increase its profits, and thus develop a strong position in the food delivery market soon.



8. Ola Prime Play

Ola has made a partnership with Microsoft, Sony Live, Apple Music, Audio Compass, etc. to provide commuters in-cab personalized entertainment. Ola makes money on some of those rides providing entertainment services. Ola is charging passengers **Rs 20** as a convenience fee for in-cab entertainment.

Thank You

A Paper on Business Concept Analysis on Topic

Cab aggregators

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Submitted for Participations At

Investopedia – 2019

Index for Cab Aggregator Topic

Chapter No.	Parameters Used For Analysis	Chapter Name	Page No.
1	Background Information Of The Concept	1 – About Cab Aggregation Business In India 1.1 – Early Inception Of The Cab Aggregation Business 1.2 – Evolution & Growth	
2	Identify The Stake Holders	2 – Cab Aggregators & Its Stake Holders 2.1 – Commuters & Travelers 2.2 – The Staff Strength 2.3 – Investors 2.4 – Community Initiatives 2.5 – Governmental Obligations	
3	Discover Business Objectives	3 - Business Objectives of Cab Aggregators 3.1 – Commercial Objectives 3.2 – Non-commercial Objectives	
4	Define the Detailed Project Concept Requirements	4 - Detail Project/Business Concept of Cab Aggregators 4.1 – How Does Cab Aggregators Work 4.2 – The Cab Aggregators Business Model 4.3 - Revenue Earning & Sharing Model 4.4 - Market Share of Competing Cab Aggregators	
5	Support the Technical Implementation	Technical Implementation to Operate the Cab Booking App	
6	Financial Working of The Concept	6 - Financial Implication of Ola 6.1 – Trip Based Commission Calculation	
7	Evaluate Value Added by The Business Concept	Evaluation of The Value Added By Cab Aggregators In Commutation Business	
8	Concluding Remarks	Conclusion	

1.About Cab Aggregation Business in India.



1.1 - Early inception of the cab aggregation business

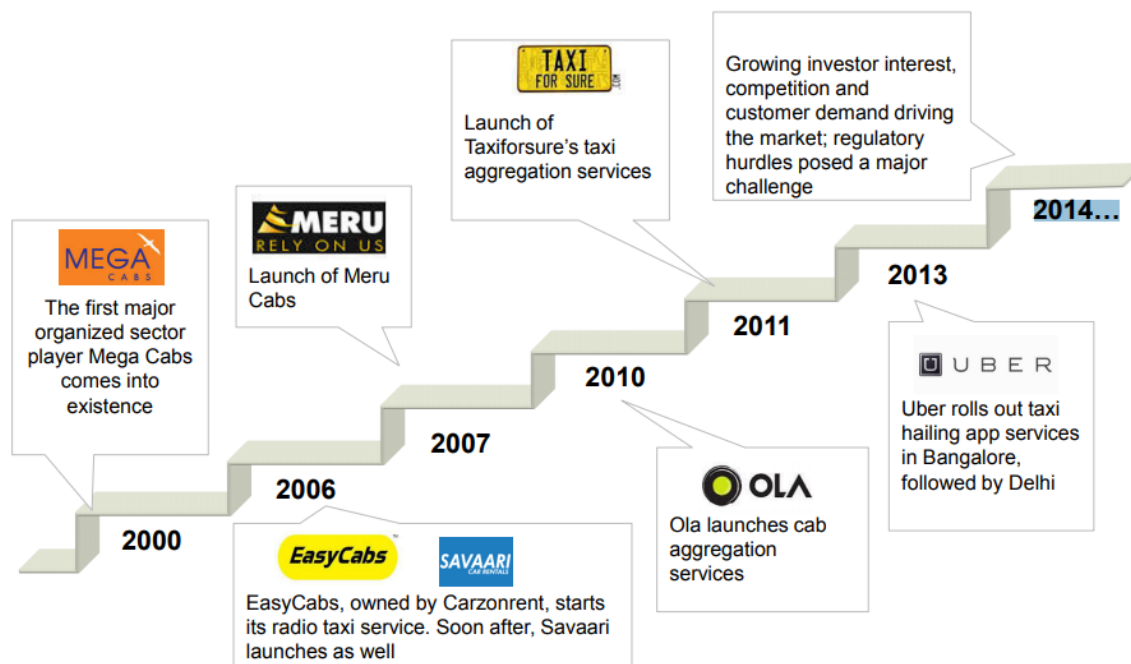
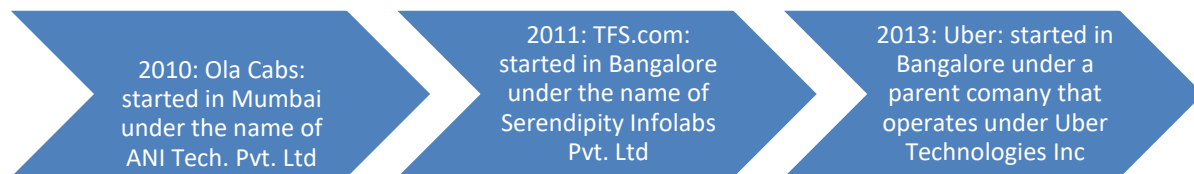
Ola Cabs was founded on 03 December 2010 as an online cab aggregator in Mumbai, and is now based in Bangalore. As of 2018, the company has expanded to a network of more than 10,00,000 vehicles across 169 cities. In November 2014, Ola diversified to incorporate auto rickshaws on a trial basis in Bengaluru.

Uber was first founded in 2009 by Garrett Camp and Travis Kalanick under the name Uber Cab. At the time, Camp had recently spent \$800 hiring a private car to transport him and his friends on New Year's Eve, and he was trying to figure out a way he could make the service more affordable to the average person.

Meru cab was founded by Neeraj Gupta in Mumbai on April 2007 by raising funds against an equity stake in the company from India Value Fund (IVF), which is a private equity fund with a corpus of over US\$1.4 Billion.

1.2 – Evolution & Growth of cab aggregators

The online cab aggregator industry in India had witnessed tremendous growth since 2013. This was not only in terms of customer growth, but venture capitalists had also shown confidence in the industry by making investments of billions of dollars across a few companies including start-up firms, which might take a longer time to pay back the amount. What differentiated these cab aggregators from radio taxi operators was that there was no need for them to hold inventory and they had to face fewer legal hurdles as they neither owned the vehicles nor did they have any drivers on their payroll. The online cab aggregator industry operated on a pay-for-performance business model, where the cab drivers were paid for the pick-up and drop services of the cab aggregator companies. These aggregator companies connected the demand side.



Key growth drivers	Description
Price competitive alternative to regular public transport	- Lack of comfortable public transport options in most Indian cities has led to a growing demand for affordable cab services - Aggregators especially have positioned their product as a price-competitive alternative to autos and regular cabs
High level of customer convenience	- App based booking has led to growing customer ease of use - In a very short span of time, companies like Meru, Ola & TFS are receiving 30-50% of booking requests through apps - High punctuality and safety are additional customer benefits
Popularity of aggregation leading to faster scale ups	Even owned taxi companies like Meru are opting for aggregating taxis in order to scale up their fleet rapidly

	• Aggregator based models will allow expansion to new cities rapidly
Global investor interest	• The industry as a whole has seen investments of \$150+million in multiple deals since 2006 and the investor interest shows no signs of abating • Availability of investor funds is allowing players to focus on aggressive expansion, customer acquisition and strengthening of backend technology systems.

2 – Cab Aggregators And It's Stake Holders

2.1 - Commuters and travellers

- One of the prime stake holders of the cab aggregators in India are its commuters and travellers who use the services for following purposes:

- 1.City Taxi
- 2.Outstation or intercity Taxi
- 3.Rentals
- 4.Ola Corporate

2.2 - The staff strength

1. Operational partners
2. Extended Partner
3. Driver partners

2.3 Investors

OLA OWNERSHIP STAKES

AS OF JANUARY 15, 2019

FOUNDERS

Bhavish Aggarwal

HOLDING PERCENTAGE

NUMBER OF SHARES

VALUATION

6.7%

1,308,550

2,780.7 cr

Ankit Bhati

3.1%

597,645

1,270.0 cr

Naresh Kumar Aggarwal

0.1%

11,875

25.2 cr

FUNDS

SoftBank

24.6%

4,798,090

10,195.9 cr

TIGERGLOBAL

15.0%

2,926,800

6,219.5 cr

Tencent 腾讯

9.8%

1,908,143

4,054.8 cr

matrix PARTNERS

8.1%

1,573,065

3,342 cr

DST
DIGITAL GROUP

7.1%

1,389,555

2,952.8 cr

Uber Selling

Shareholders to sell \$1.3 billion worth of shares in the ride-hailing firm's IPO

Selling Shareholder	Shares Being Offered	Proceeds	Value of Remaining Stake
Benchmark	5.7m	\$270m	\$6,784m
SoftBank	5.5	256	10,189
Travis Kalanick	3.7	176	5,347
Garrett Camp	3.1	147	3,687
Lowercase	1.7	79	1,973
First Round	1.5	71	1,771
TPG	1.4	66	1,471
Ryan Graves	1.3	62	1,498
Other selling shareholders	3.1	144	3,263

Source: Uber S-1/A issued April 26, 2019

Note: Proceeds and stake values calculated using the middle of the price range

Bloomberg

2.4 - Community Initiatives

Cab aggregators are committed to operate and grow its business in a socially responsible way. Our vision is to grow our business whilst reducing the environmental impact of our operations and increasing our positive social impact.

In 2019, the Uber NW Community Impact Initiative will contribute over \$450,000 in financial assistance and rides to 30+ non-profits across the Northwest region.

Ola community initiatives



My Ride. My Cause
An ACF (Tata Trusts) initiative with Ola

Just ₹1 per ride to save lives that might be lost due to lack of affordable cancer care.

DONATE ₹1 ON EVERY RIDE



Let's build sustainable sanitation across india

Donate ₹1 per ride to **Gramalaya**



BEYOND NAGPUR: THE PROMISE OF ELECTRIC MOBILITY

2.5 - Government Obligations

To keep a check on cab drivers and technology-based transportation aggregators, the ministry of road and highways issued an advisory. State governments were to either adopt the advisory or use the advisory as a base of formulating their own rules and regulations for the purpose of implementation of a standardized code of conduct. Aggregators must ensure that all vehicles booked under them have a legal registration and commercial insurance covering third party risks. These permits have to be valid at all time.

Aggregators must ensure that there is no discrimination during the selection of drivers. All drivers must go through police verification and aggregators must verify if the drivers have any criminal backgrounds. The state government will also set the maximum fares which can be charged in compliance with the motor vehicle act in order to create a sustainable and fair market for other taxi operators to work in.

3 - Business Objectives Of Cab Aggregators

3.1- Commercial Objectives.

1. Profit earning
2. Maximising investor's investment
3. Increasing valuation

3.2 - Non-commercial objectives.

1. Corporate social responsibility initiatives
2. Create a good brand image
3. Create convenience for travellers
4. Employment generation

4 - Detail Project/Business Concept of Cab Aggregators

4.1 - How does cab aggregator works

Commuters use your rider app to request a ride. When a nearby driver-partner accepts your request, your app displays an estimated time of arrival for the driver-partner heading to your pickup location. Your app notifies you when the driver-partner is about to arrive.

Your app also provides info about the driver-partner with whom you will ride, including first name, vehicle type, and license plate number. This info helps the two of you connect at your pickup location.

Use your app to enter your preferred destination any time before or during the ride. If you have a preferred route, it's helpful to talk through the directions together. When you arrive at your destination and exit the vehicle, your trip ends. Your fare is automatically calculated immediately after a trip ends, your app will ask you to rate your driver from 1 to 5 Stars. Driver-partners are also asked to rate riders.

4.2 - Business model of cab aggregator

The online cab aggregators generated revenue through a pay-for-performance model. In terms of capital investment, online cab aggregator start-up's like Uber and Ola required little capital investment to set up the business. As they did not need to buy and maintain a fleet of cars, online cab aggregators partnered with private cab/taxi owners and provided them with modern technology like GPS devices and an internet calling device that facilitated cab booking, etc. In return, to provide access to the technology platform, aggregators levied a small token sum on the taxi owners. These aggregators charged the cab owners / drivers a fixed commission for the revenue they generated. Private taxi owners also found it a win-win game as they get benefitted by being able to get access to aggregated consumer demand across the city. The demand for cab booking usually included services like local pickup and drops, outstation travel, and full day/half day rentals. As of 2015, Uber and Ola were the leading online cab aggregator companies operating in India.

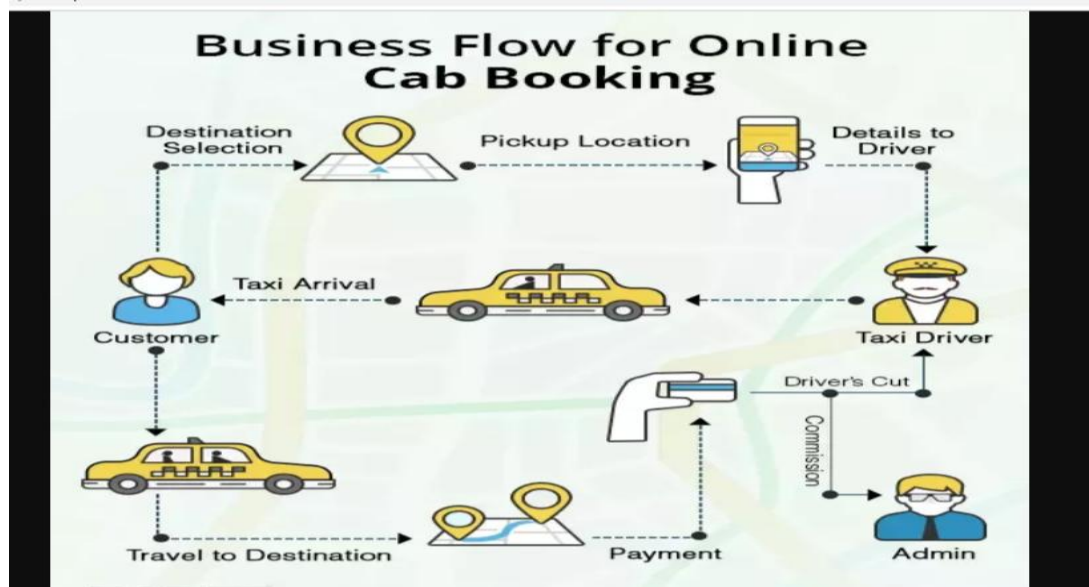


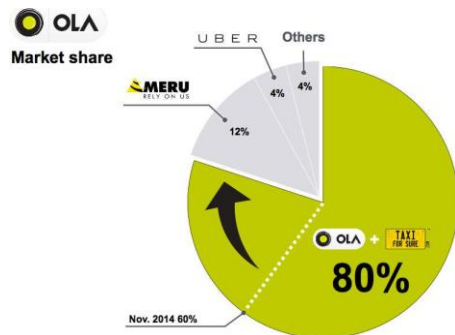
Figure: Business Model Of Cab Aggregators

4.3- Revenue earning of cab aggregator

1. Trip based commissions: Cabs get commission on every trip traveller make.
2. Money wallet: Cabs money wallet is similar to the Paytm wallet cabs money wallet also contributes to cabs revenue.
3. Corporate tie ups/Event tie ups: organization can use cabs for their corporate in city travel requirements.
4. In cab advertisement: Commuters may be offered pamphlets or live streaming ads from various advertisers.
5. Fleet leasing to drivers: Cab aggregator buys cars and just leases them to drivers for a weekly/daily fee.
6. Ola Credit Card
Ola has introduced a credit card “Ola Money SBI Card” in association with SBI and Visa. The card offers many benefits and rewards to its consumers.
7. E.g. Ola Prime Play

Ola makes money on some of those rides providing entertainment services. Ola is charging passengers **Rs 20** as a convenience fee for in-cab entertainment.

4.4 - Market Share of Competing Cab Aggregators



As previously mentioned, Ola has a market share potential of 80% in India. The other contenders in the market which fall under the organized segment include (14%), mere cabs (12%), uber (4%) and others (4%). Taxi for sure was acquired by Ola which further increases its market share to about 85%. Meru and other are not well designated

competitors as the price criteria offered by Ola and the range of car available for rent is far better and well accepted by the customer.

6 - Financial working of the concept

Cab aggregator's charges **percentage commission** from the trips being carried out through its platform. It charges trip fares from customers through several factors (below), some of these factors are applicable based on location, car type, etc.

1. **Base fare**
2. **Distance per km Fare**
3. **Ride time fare**
4. **Wait time fare**
5. **Peak Pricing**
6. **Advance booking fees**
7. **Convenience fee**
8. **Tool and parking fees**
9. **A cancelation fees**
10. **Service Tax**

Cab aggregators deducts the service tax from customers' payment firstly. Then, it charges commissions percentage. Finally, it pays the remaining amount to the driver's bank account within 2 days.

An estimated commission that cab aggregators charges per trip:

Introductory promotion: 7.5 % commission for new drivers for a limited period

- **In India:** cab aggregators charges about 20% commission
- **In the UK:** cab aggregators charges 10% for metered taxi and 15% for Private Hire Vehicle(PHV).
- **In New Zealand:** cab aggregators charges about 18% commission
- **In Australia:** cab aggregators charges about 15 – 22.5% commission

7 - Evaluation Of Value Added By Cab Aggregators In Commutation

The value propositions of cab aggregators are as follows:

For Passengers

- its affordable and lean fares
- high-quality service and convenient rides
- Certified drivers
- background check
- customer support system
- advance booking
- packages for rental cabs, share and express rides.

For Drivers partners:

- Choose your own working hours
- Access to more customers
- Instant booking
- Daily Payments
- 24/7 helpline support
- Lease cars get free car maintenance and
- Run and manage the fleet of cars

8 - Conclusion

The taxi market sector has seen a tremendous growth in few years. There is surely no looking back for cab aggregators as it is improving day by day in every prospect. Cab aggregator has successfully achieved public support and has created a buzz about its brand in the market. Furthermore, if some more technological advancement is done at cab aggregator then the customer base can be increased by providing better experience to the customer.

Cab aggregator now has shifted its focus on target markets and is focused on providing desired service to the people in the target market. The economic segregation depending upon the income group and requirement of the people is well appreciated. On the other hand, it also uses the modern techniques of promotion. At the same time, it does not forget to highlight its name in social safety, creating social awareness and promoting acts of humanity.

The key element in making cab aggregator successful brand is the efficient and quick accessibility which is offered by the firm. The firm not only improves through its intense promotional activities but also due to the services and comfort offered to users and employees. A single tick gets you a taxicab. Habits are less demanding to develop when the change required in conduct is minor. What's more, once a habit is shaped, it's difficult to backtrack.

So, cab aggregator has been and will be a great technology platform for transportation and offering flexible options of booking and payment to customers and flexible timings and facilities to drivers. And shortly, we are going to experience a big boom and great facility of getting our grocery delivered to us with ease. Salute to the idea of the founders and something more to make us proud is that it has been started in India by two genius Indians (ola).

PRIYADARSHINI LOKMANYA TILAK INTITUTE OF STUDIES AND RESEARCH

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Topic: BRICKS AND MORTAR STORES

Index For Brick & Mortar Stores Topic

Chapter No.	Parameters Used For Analysis	Chapter Name	Page No.
1	Background Information Of The Concept	1 – About Brick & Mortar Stores In India 1.1 – Early Inception Of Brick & Mortar Stores 1.2 – Evolution & Growth 1.3 – Current State 1.4 – Future Prospects	3-6
2	Identify The Stake Holders	2 - Brick & Mortar Stores & Its Stake Holders 2.1 – Shoppers & Customers 2.2 – The Staff Strength 2.3 – Community Initiatives 2.4 – Governmental Obligations	6-7
3	Discover Business Objectives	3. Business Objectives Of Brick & Mortar Stores 3.1 – Commercial Objectives 3.2 – Noncommercial Objectives	8
4	Define The Detailed Project Concept Requirements	4. Detail Project/Business Concept Of Brick & Mortar Stores 4.1 – How Does Brick & Mortar Stores Work 4.2 – The Brick & Mortar Stores Business Model 4.3 - Revenue Earning Model 4.4 - Market Share Of The Competing Stores	9-10
5	Concluding Remarks	Conclusion	11

About bricks and mortar stores in India

1.1 Early inception of Brick and mortar stores

The term "brick and mortar" refers to a traditional street-side business that offers products and services to its customers face-to-face in an office or store that the business owns or rents. The local grocery store and the corner bank are examples of brick-and-mortar companies. Brick-and-mortar businesses have found it difficult to compete with mostly web-based businesses like Amazon.com Inc. because the latter usually have lower operating costs and greater flexibility

1.2 Evolution and growth

India in 1997 allowed foreign direct investment (FDI) in cash and carry wholesale. Then, it required government approval. The approval requirement was relaxed, and automatic permission was granted in 2006. Between 2000 to 2010 Indian retail attracted about \$1.8 billion in foreign direct investment, representing a very small 1.5% of total investment flow into India.

Single brand retailing attracted 94 proposals between 2006 and 2010, of which 57 were approved and implemented.

A 2007 report noted that an increasing number of people in India are turning to the services sector for employment due to the relative low compensation offered by the traditional agriculture and manufacturing sectors.

The Retail Business in India is currently at the point of inflection. As of 2008, rapid change with investments to the tune of US\$25 billion were being planned by several Indian and multinational companies in the next 5 years. It is a huge industry in terms of size and according to Indi

Property developers are creating retail real estate at an aggressive pace and by 2010, 300 malls are estimated to be operational in the country.

In 2011, food accounted for 70% of Indian retail, but was under-represented by organised retail. A.T. Kearney estimates India's organised retail had a 31% share in clothing and apparel, while the home supplies retail was growing between 20% to 30% per year. These data correspond to retail prospects prior to November announcement of the retail reform.

1.3 Current state

On a macroeconomic level, the U.S. Census Bureau same-store sales, or comparable-store sales, in their quarterly and annual SEC-regulated earnings reports. These financial metrics

provide a performance comparison for the established stores. On a per-store basis, publicly traded retailers typically report of a retail chain over a specified period of time. Brick and mortars that include restaurants, grocery store releases retail sales figures on a monthly basis and e-commerce retail sales figures on a quarterly basis. For all of 2018, retail and food services sales totaled over \$714 billion for general merchandise stores, which include department stores, warehouse stores, and supercenters. The growth rate was 3.2% compared to 2017.

Non-store retailing, which takes place outside of traditional brick and mortars, such as direct (door-to-door) selling and e-commerce posted 2018 sales of almost \$679 billion for the year. The growth rate from 2017 to 2018 came in at 9.6, and uses these figures to evaluate their financial performance to guide corporate decision-making regarding their stores.

1.4 The Future prospects

The rise of electronic commerce (e-commerce) and online businesses has led many to contemplate the future of the brick-and-mortar business. It is increasingly common for brick-and-mortar businesses to also have an online presence in an attempt to reap the benefits of each particular business model.

For example, some brick-and-mortar grocery stores, such as Safeway, allow customers to shop for groceries online and have them delivered to their doorstep in as little as a few hours. The increasing prevalence of these hybrid business models has spawned offshoot terms such as "click and mortars" and "bricks and clicks."

Despite fairly sustained growth in the broader brick-and-mortar landscape, many traditional retailers are closing stores nationwide including Gymboree, The Limited, Radio Shack, and Gamestop. Not only has Sears bankruptcy, but Payless Shoe Source declared bankruptcy and is liquidating all of its 2,100 stores.

However, the importance of the brick-and-mortar model has given credence by several large online e-commerce companies opening physical locations to realize the advantages of traditional retail. For example, Amazon.com Inc. has opened brick-and-mortar stores to help market its products and strengthen customer relations. Aside from opening a cashier-less grocery store in Seattle and dozens of bookstores nationwide, Amazon also acquired grocer Whole Foods in 2017

for \$13.7 billion—a move that many analysts said highlighted Amazon's urgent desire to strengthen its physical retail presence.

That said, some business types, such as those that operate in the service industry, are more appropriately suited to brick-and-mortar form, such as hair salons, veterinarians, gas stations, auto repair shops, restaurants, and accounting firms. It is crucial that marketing strategies for brick-and-mortar businesses highlight the advantages a consumer has when purchasing at a physical store.

It's clear the retail landscape has changed, and the brick-and-mortar stores will have to adapt to the ever-changing technological landscape to avoid becoming the next Sears or Payless.

KEY TAKEAWAYS

- Brick and mortar refers to a traditional street-side business that offers products and services to its customers face-to-face in an office or store that the business owns or rents.
- Brick and mortar stores have found it difficult to compete with mostly web-based businesses like Amazon.com Inc. (AMZN) because the latter usually have lower operating costs and greater flexibility.
- However, the importance of the brick-and-mortar model has given credence by several large online e-commerce companies opening physical locations to realize the advantages of traditional retail.

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It's clear the retail landscape has changed, and the brick-and-mortar stores will have to adapt to the ever-changing technological landscape to avoid becoming the next Sears or Payless.

Stake holder

Users are the stakeholder-type of people who will use the products of your project or programme.

They are the beneficiaries of the outputs.

This model allows customers to purchase goods or services remotely; hence it is legislated in many jurisdictions which grant more rights to consumers. In the UK, for example, any goods purchased online of a bricks and clicks business allows the buyer protection under the Consumer Protection (Distance Selling) Regulations 2000 Act, which allows the consumer to return a product or cancel a service within 14 days of purchase for a full refund. Similar rights are awarded in EU countries. In the USA, the Federal Trade Commission legislate allows consumers 3 days to return items ordered over web if they are not satisfied. A British clothing retailer named 'Next' was fined for demanding return postage cost from one of their customers.

2. BRICKS AND MOTERS AND ITS STAKE HOLDER

2.1 shopper and customer

With all the negative press surrounding brick-and-mortar stores combined with the popularity of Amazon, one might think that the brick-and-mortar business model is dead. However, Costco is bucking the trend.

Costco Wholesale Corporation (COST) is a membership retailer that charges an annual fee ranging from \$60 to \$120 to each customer. Consumers receive cost savings and service benefits for being a member. Costco has almost 100 million members and a 90% renewal rate from those members.

Costco beat out Amazon at the top Internet retailer in a consumer survey done by the American Customer Satisfaction Index. Costco sells 10,000 products on its website and offers consumers the option to buy online and pick in the store, which helps offer, its members a compelling alternative to Amazon

2.2 staffs strength

India being very vast, consumers here are naturally scattered over a vast territory. As the country is also marked by great diversity in climate, religion, language, literacy-level, customs, lifestyle, economic status etc. here the consumers present a complex group. The heterogeneity holds many implications for a marketer, especially to those going in for national marketing.

According to the Census 2001, the population of India stood 1,027 million, of which 742 million lived in rural areas and 285 million in urban areas. And according to the census 2001, the nation's average literacy rate is 65.4%.

2.3 Comunitive initiative

Participants in the Planning Process The community and stakeholder participation process involves a. Stakeholder participation requires commitment, transparency in the process, acknowledgment of alternative views, ideas, time and human resources. Properly handled, participation decision makers

- plan preparation and co-coordinating teams the community
- implementing agencies (including contractors)
- supporting agencies These actors participate via the steering committee and task team and can participate in development forum, ward committee and project meetings and workshops contributes to consensus and acceptance of proposals and will facilitate implementation.

Stakeholder Involvement The community is the primary stakeholder group, but other stakeholders with specialised capacities and responsibilities are essential. The identification of relevant stakeholders should be done during the early stages of the Programming Phase. Early contacts will contribute to identification of issues and priorities. Stakeholder involvement is particularly important when interest groups are expected to play an active role in the implementation process and in operation and maintenance task team and can participate in

development forum, ward committee and project meetings and workshops contributes to consensus and acceptance of proposals and will facilitate implementation.

2.4 Governmental obligation

Many brick-and-mortar retailers in India have struggled to keep customers buying in-store when e-commerce platforms offer heavy discounts that offline retailers cannot hope to match due to greater overhead costs. However, as the new policy prohibits online businesses from influencing the price of goods on its own site and from engaging in deep discounting practices, the difference between online and offline prices stands to be reduced. This will likely give a boost to brick-and-mortar stores. However, e-commerce will still have the advantage of convenience, popularity with India's young population and the fact that discounting cannot be eradicated entirely

Another change in the policy appears to prohibit e-commerce marketplaces from selling brands in which they have stake i.e. private labels. As private label fashion brands have been major growth drivers for businesses such as Myntra due to lower costs and higher profit margins, businesses may have to greatly adjust their business plans and may have to change the ownership of private labels. The policy comes into effect on February 1 but, as private labels are such a big part of e-commerce platforms' business, a month is not long to adjust.

3. BUSINESS OBJECTIVES OF BRICKS AND MOTERS

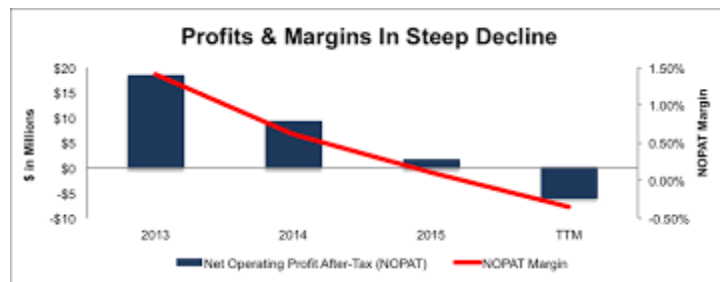
3.1 commercial objectives

bricks and clicks is beneficial to various segments. For example, supermarkets often have different customer types requiring alternative shopping options; one group may wish to see the goods directly before purchase and like the expediency of quickly shopping, while another group may require a different convenience of shopping online and getting the order delivered when it suits them. Thus, having a bricks and clicks model means both customer groups are satisfied

3.2 Non commercial objectives

A major factor of concern of this business model is cost controlling, as usually maintaining a physical presence and online presence. Also, online shopping makes price comparison easier for customers, this encourages a 'race-to-the-bottom', where retailers only compete on price, with quality and service deteriorating as a result. This is especially dominant because online shopping allow prices to be compared without even visiting a retailer's website.

3.3 Profit margin



4. DETAIL PROJECTS/BUSINESS CONCEPTS OF BRICKS AND MORTARS

4.1 How does bricks and mortars work

The term "brick and mortar" refers to a traditional street-side business that offers products and services to its customers face-to-face in an office or store that the business owns or rents. The local grocery store and the corner bank are examples of brick-and-mortar companies.

The term "Brick and Mortar" refers to traditional businesses that have a physical presence in the form of storefronts, warehouses, factories, etc. Grocery stores, dentists, gas stations, and walk-in banks are all examples of "Brick and Mortar" businesses.

4.1 Revenue Earning model.

A revenue model is a framework for generating revenues. It identifies which revenue source to pursue, what value to offer, how to price the value, and who pays for the value. It is a key component of a company's business model.

You Have a Great New Product. ... A key step in developing your revenue model is determining the types and sources of revenue your business will generate. Revenue types include product sales, service fees, advertising sales, data access fees, license fees, and/or commissions.

4.2 The bricks and mortar stores business model

One easy, efficient, powerful POS system

Sell more, save more, make more. From one store to 20+ on iPad, Mac and PC.
Access everything, anytime, anywhere in the cloud. It even works offline.



4.3 Market shares of competing stores

Free market capitalism is an economic system that can generate great wealth and prosperity for nations and its citizens. It is also a system defined by competition that creates winners and losers. While this competitive process can lead to innovation and invention, it can also deteriorate the market share of existing companies, with the worst case leading to bankruptcy.

What can a company do if their market share has been eroded to competitors? There are three key strategies that companies often use to regain market share once it has been lost: pricing changes, promotional changes and product changes. All three strategies have unique benefits – and all are risky for different reasons.

KEY TAKEAWAYS

- Companies often compete with one another in terms of market share - that is, how big of a slice of a particular market does a company's sales represent.
- If market share is lost to a competitor, there are several strategies that companies often use to fight back: lower prices, greater marketing effort, and innovating.
- The strategies may be successful, but they are not sure-fire by any means.

8. CONCLUSION

E-commerce is a big threat to physical stores. The brick-and-mortar retailers are losing market share to webshops every year. The percentage of online shopping increased from 5% in 2007 to 9% in 2012 in the United States (Economist, 2012).

I think most retailers don't invest enough effort in building a relationship with their customers. The main things that allow brick-and-mortar retailers to differentiate from online retailers is service and the shopping experience (Trafsys, 2015). So brick-and-mortar retailers should focus more on those things, such as expensive clothes and gadgets, that customers will want to try before they buy them. With these products the price isn't the most important thing. More important is that there is a good relationship with the customers. A good relationship with the customers will also prevent against show rooming. Show rooming is that shoppers try products in physical stores before they buy them online for a cheaper price (Economist, 2012). This is a really big problem for physical stores who sell consumer electronics. Many people can acknowledge that they tried a laptop or mobile phone in a store before buying it online for a lower price.

So brick-and-mortar retailers should deliver a better service or shopping experience to compensate the higher price. In my opinion, the Apple store is one of the few physical stores in the Netherlands that deliver something extra. I bought my Mac Book in the Apple store The Hague last month. I didn't buy it online because I like the experience of an Apple store and prefer the service of the physical store. Especially with these kind of prices, it gives a better feeling that you can go to a store when there is something wrong with your product. In conclusion, I think that brick-and-mortar retailers should focus more on service and shopping experience, instead of trying to compete with the low prices of online shops.



SONY COLLEGE OF MANAGEMENT



Topic Of The Concept

*** Food delivery startups.**

Group Name- Food for life

Student Name- Vanshika Lalwani, Bhushan Bele.

Class –BBA 1st Year

Contact Details-9165742658

Food delivery startup

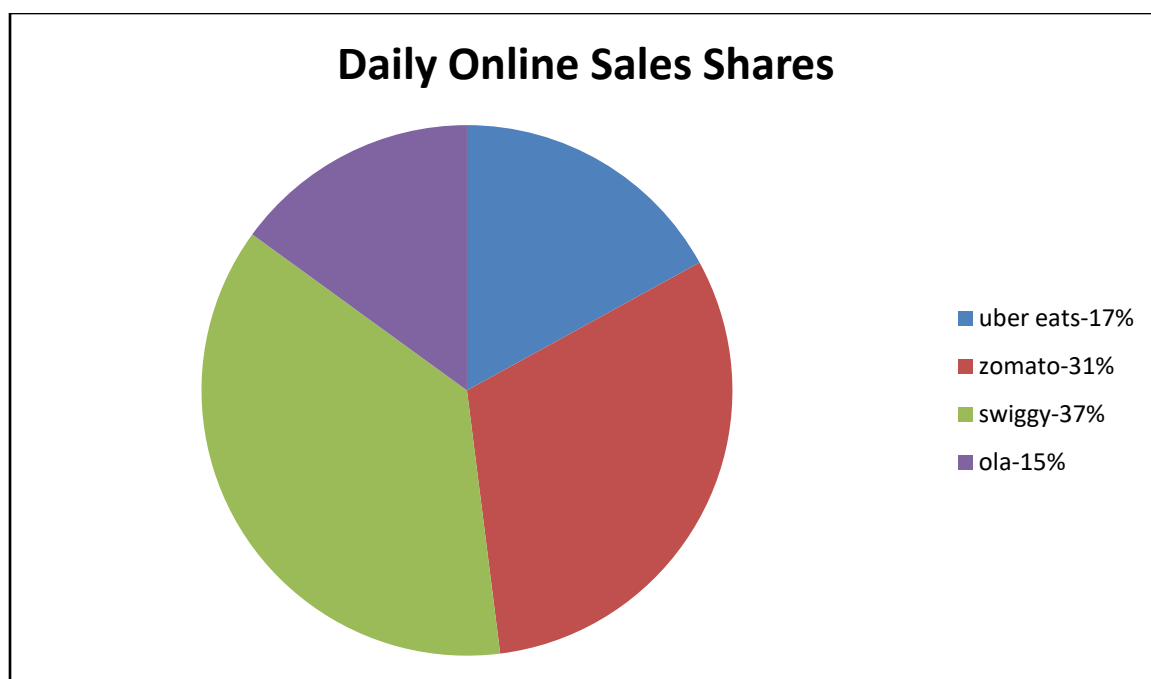
The first recorded instance of **food delivery** comes from **Italy in 1889**, when King **Umberto and Queen Margherita** succumbed to laziness and called upon **Raffaele Esposito to deliver a pizza to them at their palace in Naples**. Swiggy was the first food delivery app. Swiggy food app lets customers order their favorite **food** from their favorite nearby restaurants by detecting the user's location so that the agent can deliver food as soon as possible. Important food delivery apps are...

Swiggy

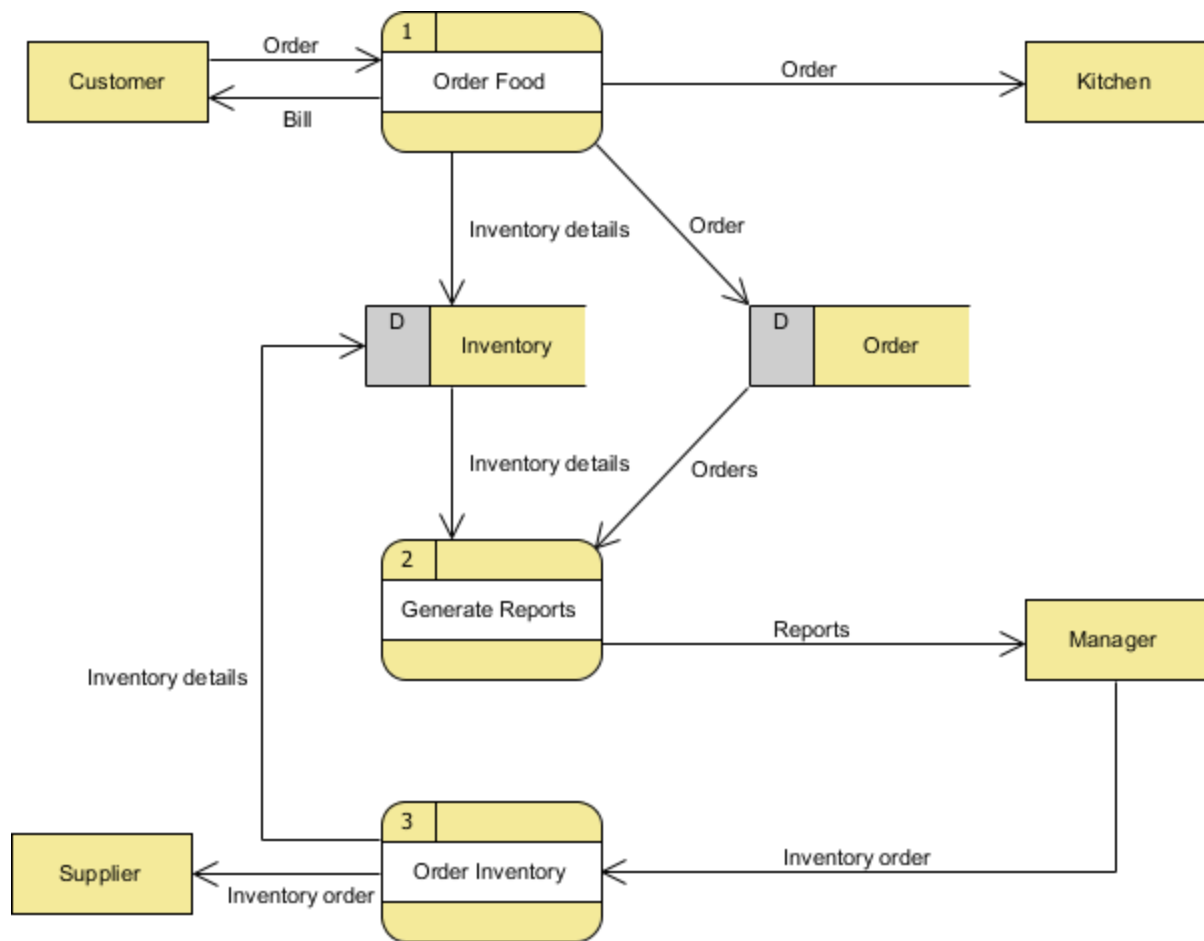
Zomato

Uber Eats

Box 8



Online Food ordering method



zomato

This Photo by Unknown Author is licensed under CC BY-SA

How did zomato start?

The Origin story

Zomato, which started as Foodie bay, was established in July 2008 by two IIT Delhi alumnus, Deepinder Goyal, and Pankaj Chaddah. The idea struck Deepinder when his colleagues consistently had a demand for paper menu leaflets of different restaurants, to order food

Zomato is an restaurant aggregator and food delivery start up founded in 2008. It was started by Deepinder Goyal and Pankaj chaddah.

The acquisition of Seattle-based food portal UrbanSpoon marked the firm's entry into the United States, Canada and Australia, and brought it into direct competition with Yelp, Zagat and OpenTable

In February 2017, Zomato in a company's explained the concept of cloud kitchen With its cloud kitchen, the company aimed to help restaurants to expand their presence without incurring any fixed costs.

Investments

Between 2010-13, Zomato raised approximately US\$16.7 million from Info Edge India, giving them a 57.9% stake in Zomato. In November 2013, it raised an additional US\$37 million from Sequoia Capital and Info Edge India.

In November 2014, Zomato completed another round of funding of US\$60 million at a post-money valuation of ~US\$660 million. This round of funding was being led jointly by Info Edge India and Vy Capital, with participation from Sequoia Capital.

In July 2019, Zomato received a Hindu customer's complaint that he was assigned a non-Hindu delivery boy for his food order in Jabalpur and had asked Zomato to provide a Hindu delivery boy. The customer alleged that Zomato had refused to change the rider after which he asked to cancel the order.^[48] The customer then posted this incident on social media site,

On 11 August 2019, Zomato delivery executives in Kolkata, led by Sanjiv Kumar Shukla, a Bharatiya Janata Party leader, protested against the company for forcing them to deliver beef and pork after their denial and request of not to do so for religious reasons.^{[47][55]} Hindu and Muslim delivery executives of company went on an indefinite strike. The BJP leader later admitted that the strike was in response to Zomato's "food has no religion" tweet CEO Deepinder

Goyal clarified that there was not a single order of pork in that entire area, only a single order of beef and even that order was cancelled before delivery.

Who is the founder of Swiggy?

Sriharsha Majety

Nandan Reddy

Rahul Jaimini

Background information of swiggy By 14 August, the duo made their **dream into a reality by rolling out Swiggy, the country's first online food ordering platform. They roped in Rahul Jaimini, an IIT Kharagpur alumni, to do coding work for the platform. Back in 2014, Swiggy was founded in an office space in Koramangala, Bangalore.**

Nandan Reddy (29) and Sriharsha Majety (31), both alumni of Birla Institute of Technology and Science (BITS) Pilani, are second time lucky entrepreneurs. Back in the year 2014, they worked together on their first

In the year of working with alike minded people. Nandan and Sri harsha realised there was a strong need for an online hyperlocal logistics company in the restaurant industry. By 14 August, the duo made their dream into a reality by rolling out Swiggy, the country's first online food ordering platform. They roped in Rahul Jaimini, an IIT Kharagpur alumni, to do coding work for the platform.

2014, Swiggy was founded in an office space in Koramangala, Bangalore. One neighbourhood, six delivery executives and 25 partner restaurants is what Swiggy started off with in the beginning. Almost four years into the field, Swiggy now has a major presence in Delhi, Mumbai, Pune, Bangalore, Hyderabad, Chennai and Kolkata.

They are partnered with 12,000 restaurants and over 13,000 delivery executives.

When it comes to food and ordering food, India is a young country with a lot of untapped potential. As a customer centric company, Swiggy as an online platform is entirely dedicated to improving the process and experience of food order and delivery. Since its

inception, Swiggy has rapidly grown to become a leader in the Indian food delivery sector by consistently shrinking delivery timelines and improving customer experience.

From the time of its inception, this online platform has raised large sums of money which more than proves Swiggy's worth as a food ordering platform. Starting from discovery through visual menus, massive reduction in delivery time and no minimum order, Swiggy has become the highest used online platform. With over 12,000 restaurants in their roster, industry best average delivery time of 37 minutes and reduced overhead costs, Swiggy has positioned itself at the top of this field.

To make sure they are here for the long run, Swiggy has launched a host of exciting features like **Swiggy Pop**, Swiggy Access and Swiggy Schedule. With constant developments in their technology, Swiggy has made sure it has secured the number one position in the country in relation to the online food ordering food.

History

The idea for Swiggy came in 2014, when the founders realized that there was a huge gap in the food ordering and delivery space. Restaurants often faced manpower problems and their delivery personnel were also not trained to deliver food in time. Swiggy started as a small setup in August 2014, with a team of six delivery personnel and covering 25 restaurants. However, the idea soon became a huge hit among customers and restaurants alike. Swiggy now has operations in 8 cities and more than 10,000 restaurants on its platform.

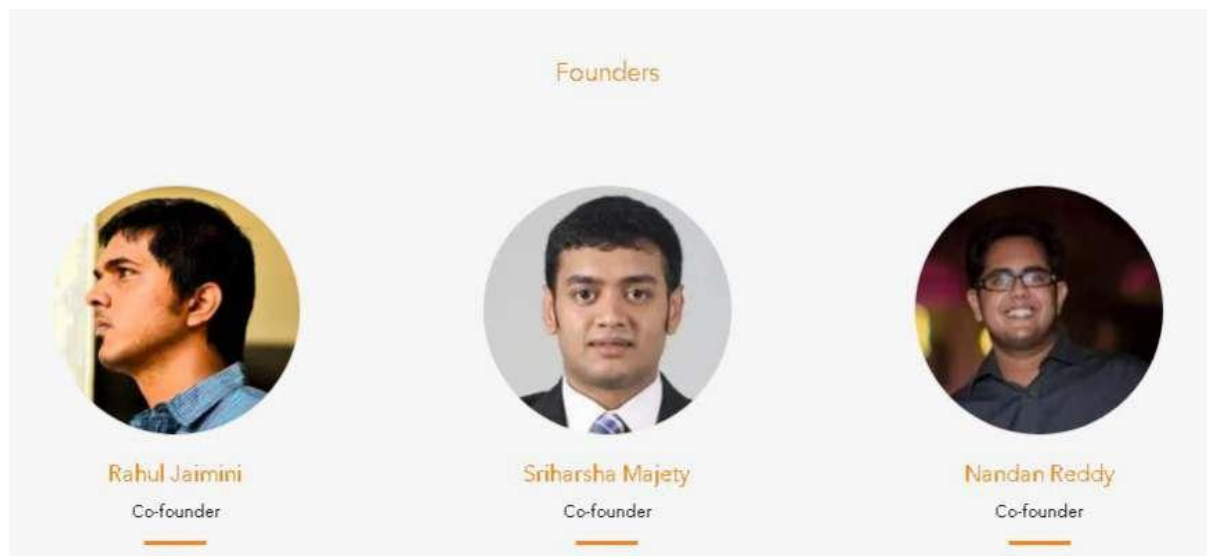
Funding:

Swiggy has received investments worth USD 155.5 million via six rounds of funding. Investors include SAIF Partners, Harmony Partners, Naspers, Norwest Venture Partners, Bessemer Venture Partners, and Accel Partners.

Acquisitions:

Swiggy had acquired gourmet food startup '48East' in December 2017. The acquisition of 48East has helped Swiggy to strengthen its service offerings and add additional capabilities as well. The deal was done for an undisclosed amount.

STAKE HOLDERS



About the Founders:

Swiggy was founded by SriharshaMajety, Nandan Reddy, and Rahul Jaimini. SriharshaMajety is an alumnus of Indian Institute of Management, Calcutta and he currently serves as the Chief Executive Officer (CEO) at Swiggy. Co-founder Nandan Reddy is an alumnus of Birla Institute of Technology and Science and he heads operations at Swiggy. He had earlier worked at Galla, Zurna, IDinsight, and Intellectap. Co-founder Rahul Jaimini is an alumnus of Indian Institute of Technology, Kharagpur and he is the Chief Technical Officer at Swiggy. Prior to Swiggy, he had worked at Myntra and NetApp.

Provided here are the financial indicators for financial year ending on 31 March, 2018. Actual numbers and more financial data, updated until 31 March, 2018* are included in purchased financial report. View Sample Report.

Operating Revenue	INR 100 cr - 500 cr
EBITDA	-93.07 %
Net worth	535.87 %
Debt/Equity Ratio	0.09

We Are an Online Food Ordering and Delivery Marketplace



In brief: Swiggy in advanced talks to raise up to \$750m, sources say

- India-based food delivery startup Swiggy is in advanced stages of a potential US\$700 million to US\$750 million round led by existing investor Naspers, according to a *Live mint* report that cited two people familiar with the talks.
- The South African internet giant is set to pour in around US\$350 million, while US\$50 million will come from Korean investors including STIC Investments and Korea Omega Investment.
- Remaining funds, Naspers may pump in more into Swiggy, the person added.

RECOMMENDED READS

Which company owns Swiggy?

Sri Harsha Majety, Nandan Reddy and Rahul Jaimini are the co-founders of Swiggy

Who is Swiggy founder?

SriharshaMajety

Nandan Reddy

Rahul Jaimini

Is Swiggy making profit?

With the battle behind it, this financial year, Swiggy pushed its efforts towards growth and expansion. In 2016-17, the company posted a revenue of Rs 133.1 crore and losses of Rs 205.2crore. In the previous year, the Bengaluru-based foodtech startup had seen a revenue of Rs 23.6 crore and losses of Rs 137.2 crore.Mar 30, 2018

Uber Eats

History

Uber Eats' parent company Uber was founded in 2009 by Garrett Camp and Travis Kalanick. The company made its foray into food delivery in August 2014 with the launch of the UberFRESH service in Santa Monica, California. In 2015, the platform was renamed to UberEATS, and the ordering software was released as its own application, separate from their app for Uber rides. Its London operation opened in 2016. In November 2018, the company announced plans to triple its workforce in its European markets. As of November 2018, the company reported making food deliveries in 200 cities in 20 countries in EMEA markets.

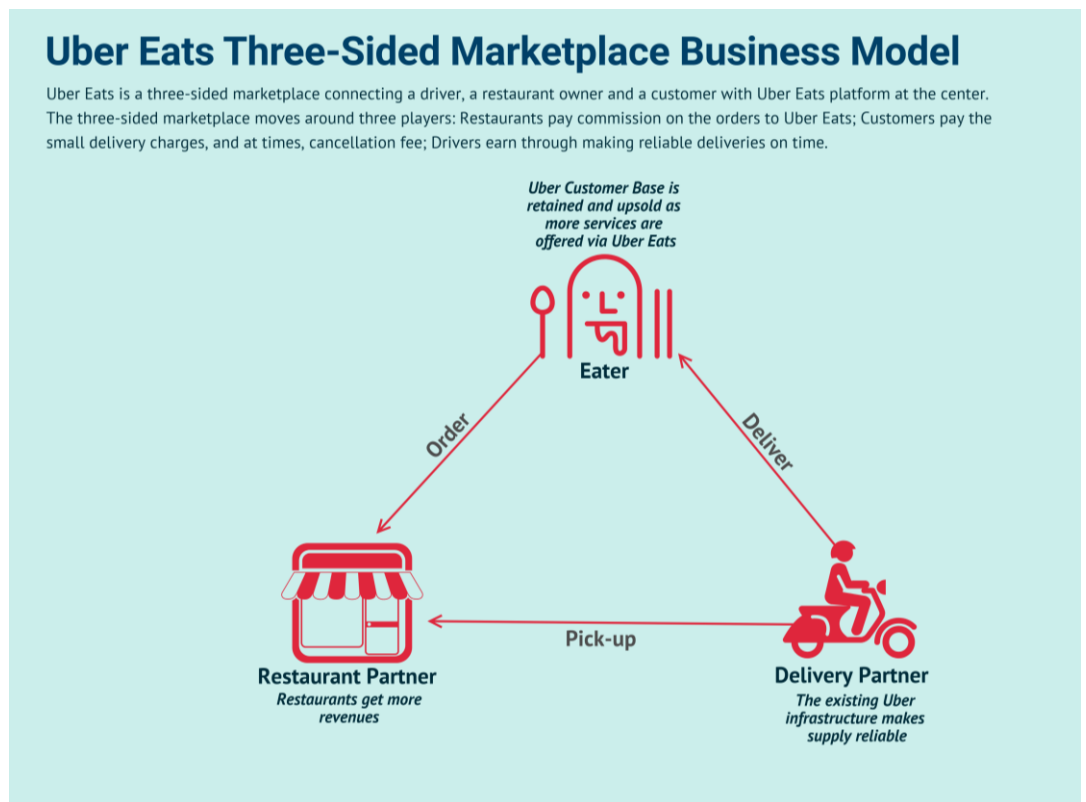
Operation

Users can read menus, order, and pay for food from participating restaurants using an application on the iOS or Android platforms, or through a web browser. Users are also able to tip for delivery. Payment is charged to a card on file with Uber. Meals are delivered by couriers using cars, bikes, or on foot.

In 2019, Uber Eats announced that it will deliver food to their customers by drones, starting in summer 2019, and partnered with Apple on the release of their Apple Card credit card.

How Uber Eats Works And The Major Benefits For Your Restaurant.

When we say Uber Eats is all about satisfying hunger, we aren't just talking about food. We exist to meet the needs of restaurant owners who want a faster, more efficient way of getting their food to customers. If that sounds like you, but you're also wondering *"how does Uber Eats work for my restaurant?"*, then don't worry, our quick and easy guide to the whats, hows and whys of becoming an Uber Eats restaurant partner has you covered.



Technical implementation How Does Uber Eats Make Money? Uber Eats Business Model In A Nutshell

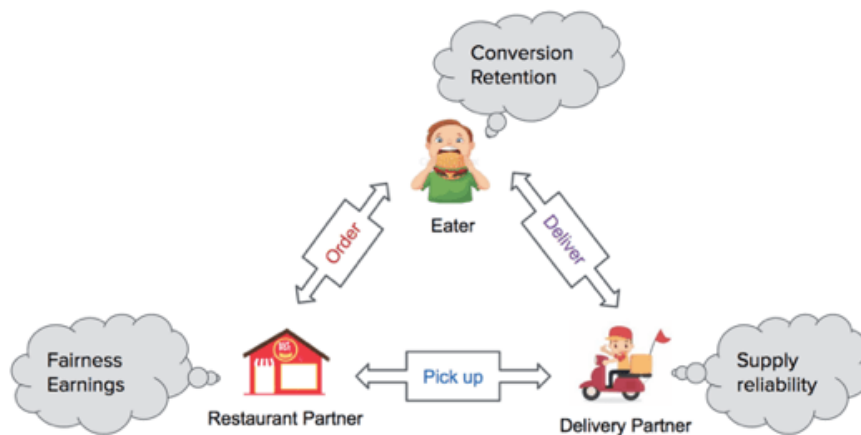
Uber Eats is a three-sided marketplace connecting a driver, a restaurant owner and a customer with Uber Eats platform at the center. The three-sided marketplace moves around three players: Restaurants pay commission on the orders to Uber Eats; Customers pay the small delivery charges, and at times, cancellation fee; Drivers earn through making reliable deliveries on time.

As the founder of Entrepreneur HQ, I've looked at how successful entrepreneurs operate.

A 3-sided Marketplace Business

Uber Eats is a three-sided marketplace connecting a driver, a restaurant owner and a customer with Uber Eats platform at the center.

1. Restaurants pay commission on the orders to Uber Eats.
2. Customers pay the small delivery charges and at times, cancellation fee.



3. Drivers earn through making reliable deliveries on time.

Value added by the business concept

When UberEats – the delivery arm of the ridehailing giant – was launched in 2014; the market was already crowded with online food ordering and delivery platforms. In most urban centers, one could get delivery from restaurants via different apps already. So how should we examine Uber's launch into this space ? Is food delivery the real endgame, or are we merely witnessing the proverbial “sustaining innovation” curve leading to UberEverything.

Uber's competitive advantage:

While customers associate Uber with ridehailing, its main value proposition lies in logistics. Then the question becomes : if anyone could get a car under a few minutes to get from point A to point B, what else could be transported ? The UberEats app is hence a first attempt at testing the previous question putting the driver, the food and the customer at the right spot at the right time, in a way that has seldom been done before. Uber appears to hit all of the critical factors for food delivery regardless of location:

- A large user base (demand-side): perhaps the most valuable asset of all, millions of people are active Uber users ready to be converted or “cross-sold”. As described by McKinsey in a 2016 report, delivery platforms are sticky with 80% of consumers rarely leaving [1]

- A world-class dispatch algorithm: having created the market for ride hailing in the first place, Uber enjoys an unmatched head start in how to organize efficiently and quickly amongst available cars, listed restaurants and famished users
- A global presence: while Uber does face many local competitors in the food delivery business, there are no real global ones

What's

next:

After the company announced the creation of its “UberEverything” division [2], UberEats seemed to be but a first variation of the core human transportation service. There is little doubt that Uber will venture into an array of other sectors where it will continue to leverage its main competitive advantages. What's more, the emergence of autonomous vehicles could offer Uber almost endless new possibilities. Perhaps even too many... As the company keeps pursuing this frenetic growth, and locking-in hundreds of millions of customers worldwide, it is still to this day struggling to turn a profit, and it is therefore not out of the woods yet.

INTRODUCTION

The impact that the Cab aggregators created in the industry can be clearly noticed from News papers, exclusive television shows, live blogs and the various articles that appear almost daily. On a high level if we look at the reason for such a bustle is that they provided a solution to the problem that is lying unnoticed. Though people are facing the difficulty they are living with it since years. If we try and recall how we used to book a cab, in Pre-aggregator era gives us memories calling all the cab agencies one by one anxiously on a high demand day. And we have to wait till the cab arrives with no proper information of the expected time of arrival, and the issues with the behavior of the drivers, higher pricing, improper billing and finally we always experienced they took the longest routes most of the times for their revenue. With the arrival of the Uber and Ola, all the primitive issues seem solved but as we discuss further they again look as if all cropped up in a different way. However the new business model have given the end user peace of mind and a little luxury especially to the Indian middle class who always aspired to own a car are not at least getting an affordable cab ride .

The increase of the smart phones in India and the higher usage of mobile internet made the task easier for the aggregators. In fact this is one of the thought triggers that made them to think innovatively to build the mobile application, where the users can book a cab with just a finger touch. Based on the availability the cab will appear in few minutes usually. It is the other way also now, the increased usage of the mobile app (Application referred as app generally) to confirm the cab amplified the mobile internet usage to certain extent. Another reason for the rapid development of the cab industry is the growth of the IT/ITES industry. The employees of the companies especially working with the call centers log-in and log-out at odd times to support the client business round the clock. To facilitate the employee commute between Home and office, also from safety and security perspective the companies started providing cab facilities. Slowly with the improved income levels and having got used to the comfort, these young employees started using cabs mostly even for their personal travel. But the important aspect to note here is the Taxi

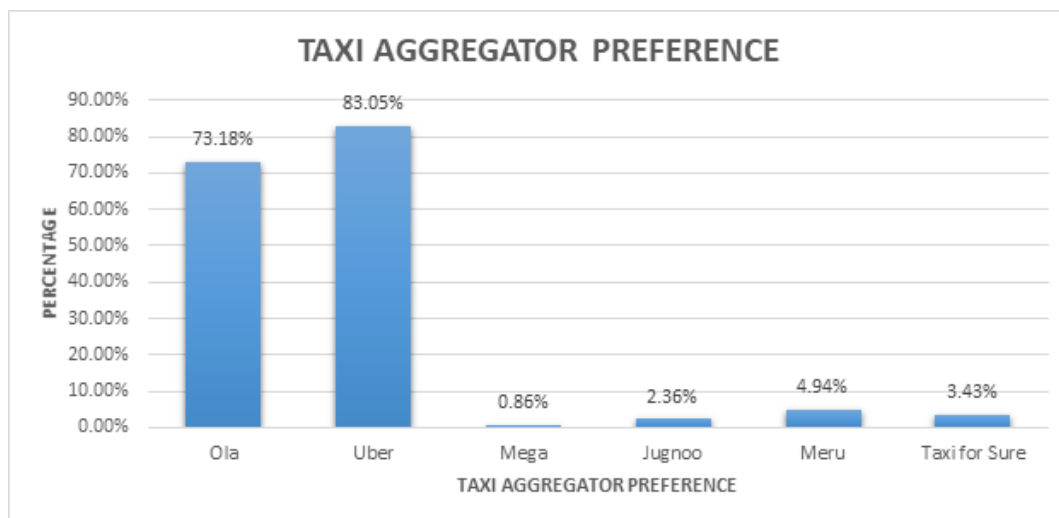
TAXI AGGREGATORS

The term “Aggregator” is defined as a web site or computer software that aggregates a specific type of information from multiple online sources.

For a company to be a Taxi aggregator the following conditions are relevant:

- a) Aggregator should own and manage a web based software application.
- b) It should enable a potential customer to connect with persons providing service of a particular kind (cab service/rentals in our case).
- c) Such connecting of service shall be by means of the web/mobile application and a communication device (Smartphone in our case).
- d) The services should be provided under the brand name or trade name of the aggregator (like Ola, Uber, Taxi for sure, etc.).

The prominent players operating in the organized taxi market in India are: **Ola, Uber, Easy Cabs, Jugnoo, Mega Cabs, Tab Cab, Meru, Taxi Pixi and Savaari** and globally are: **Lyft, Hailo, Didi, GrabTaxi, Gett, LeCab, Cabify, BiTaksi**



Uber is the most preferred mode of taxi aggregator, preferred by 83% of respondents followed by Ola which is at 76% (including TaxiForSure), which means out of 100 people, 83 consider Uber as an alternative to travel.

Currently, there is no clear understanding of the actual market share which both the companies have. Ola claims that it has a market share of 70% whereas Uber claims it has a market share of 50% as per their own calculations. However, most of the industry estimates place the market share for Ola at around 65% with Uber holding the rest in the taxi aggregation business. (Source: yourstory.com, www.economictimes.com). The major reason behind Ola leading the competition is because it had entered the market earlier and enjoys the first mover advantage, it has achieved better market penetration (present in over 104 cities) as compared to Uber (present only in 29

Indian cities), which gave them the much needed lead.

According to the most recent research done by KalaGato in 2017, market share (on the basis of application downloads) of Uber was 50% and Ola stands at 44% (Source: www.financialexpress.com/industry).

Therefore, we can infer that Ola was leading the market till 2017 as per both, industry estimates and the claims made by the company itself, however, since the beginning of 2018, Uber has started gaining traction and is now equally preferred by the consumers. The major reason behind this is that Uber is pumping a lot of resources and money into its Indian business and pushing into the market aggressively. Ever since after exiting China and Russia recently, India is the second largest market for them after their home country United States.

Another interesting result that comes out from the primary research is that 58.50% of customers that taxi aggregators are catering to are ambivalent customers who are indifferent towards the brand alternatives and only 41.50% of customers prefer one brand that they are loyal to. It is actually a price game for most customers who check the prices of their preferred companies when they need to commute and chose the cheapest of all at that point in time (We all have done that ;) right?). Thus, we see that 56% of respondents prefer to travel with both Ola and Uber and so the market share doesn't really play a major role as it only tells about the past performance.

What is more important is, which option is actually chosen when a customer wants to travel?. And this is something that both Giants (Ola & Uber) should focus on.

Stakeholders

A stakeholder is a person with an interest or concern in something, especially a business.

There are three types of stakeholders:

1-Internal

2-external

3-connected

- **INTERNAL**

Internal stakeholders are people who are already committed to serving your organization as board members, staff, volunteers, and/or donors. Examples of internal stakeholders are

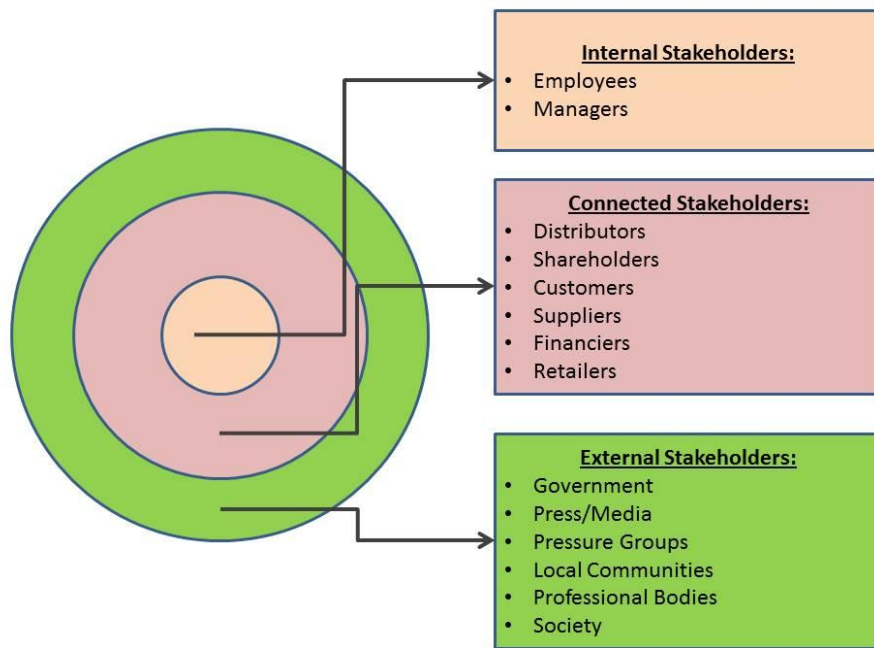
employees, managers, the board of directors, investors.

- **EXTERNAL**

External Stakeholders are individuals or groups outside a business or project, but who can affect or be affected by the business or project. Arguably external stakeholders wield the most influence on the long term success of a business or project, because external stakeholders will often be the end users/customers. Examples of external stakeholder are consumers, regulators, investors, suppliers.

- **CONNECTED**

Connected stakeholders, also called primary stakeholders, are those that have an economic or contractual relationship with the organisation. Have a look at some the examples below: Company shareholders.



BUSINESS OBJECTIVES

A business objective, on the other hand, is a measurable step people take to achieve that goal. Goals are general while objectives are specific. A company's business objectives provide a picture of how it plans to achieve its goal. It also states how long it will take, and what resources are available.

1- Profit motive

In economics, the profit motive is the motivation of firms that operate so as to maximize their profits. Mainstream microeconomic theory posits that the ultimate goal of a business is to make money.

2- Helps in increasing reputation

The beliefs or opinions that are generally held about someone or something. "his reputation was tarnished by allegations of bribery" a widespread belief that someone or something has a particular characteristic."his knowledge of his subject earned him a reputation as an expert"

- DEVELOPMENT OF SOCIETY

Social development is about improving the well-being of every individual in society so they can reach their full potential. The success of society is linked to the well-being of each and every citizen. Social development means investing in people. Their families will also do well and the whole of society will benefit.

4- Employment

Employment is a relationship between two parties, usually based on a contract where work is paid for, where one party, which may be a corporation, for profit, not-for-profit organization, co-operative or other entity is the employer and the other is the employee. Employees work in return for payment, which may be in the form of an hourly wage, by piecework or an annual salary, depending on the type of work an employee does or which sector they are working in. Employees in some fields or sectors may receive gratuities, bonus payment or stock options. In some types of employment, employees may receive benefits in addition to payment. Benefits can include health insurance, housing, disability insurance or use of a gym. Employment is typically governed by employment laws, organisation or legal

- BUSINESS ANALYSIS

1-SWOT- (Strength, weakness, opportunities, threat)

a study undertaken by an organization to identify its internal strengths and

weaknesses, as well as its external opportunities and threats.

2-First Mover Advantage

Many commuters in Mumbai were forced to turn back the clock last week. With most of the 1,00,000 Uber and Ola drivers in the city on strike, they were forced to return to local trains, buses, black-and-yellow cabs, autos and buses for their commute.

Amarendra Singh, a financial services professional who commutes from the northern suburb of Thane, even started driving 40 km to work. He was willing to face Mumbai's notorious traffic jams instead of the uncertainty of a cab aggregator ride ..

3-Product Line

The taxi market in India is estimated at \$9 billion; the organized sector constitutes around ~ 6% revenue share of the overall market

- The taxi market in India is highly fragmented and unorganized
- The unorganized market is constituted of individual car owners and agencies which operate in one or few cities
- Owned vehicles segment includes pure-play car rental companies (e.g. Zoomcar) and players like Carzonrent and Meru< hh>
- Aggregators are a new phenomenon driven by rise of start-ups like Ola, Taxiforsure and recently in 2013, Uber
- Affiliators are associated with multiple car rental agencies and offer various packages/deals

The organized taxi market in India is a relatively nascent one; multiple aggregators have launched their services recently 2014...

4-Technology-

Ola Cabs' technology came under criticism regarding the security of its mobile app. The API calls could be replayed to top up its wallet.

In August 2016, a privacy breach occurred when customers' details such as names, phone

numbers and addresses, in Bengaluru, were received as SMS messages by an individual in Chennai. Although these unanticipated messages were reported to Ola, the company ignored them, even under the threat of being reported to the TRAI. The issue was reportedly fixed three weeks later after receiving considerable media coverage and social media attention.

5-Strong Brand Name

Organized Cab is a very new and unique way of Earning .there is huge potentiality in this segment. Due to hurdles free booking, paying money and satisfied services helps this company create their space in Travel Industry.

Recently, There are many giants and global Companies entered in India. Such Cab aggregators in India who have completely changed the way we book a cab. Now we can avail the taxi on a single phone call. They have made the best utilization of technology, increase in the number of Smartphone users and rise in data usage. In other words, they have revolutionized the cab industry

Key growth drivers	Description
Price competitive alternative to regular public transport	- Lack of comfortable public transport options in most Indian cities has led to a growing demand for affordable cab services - Aggregators especially have positioned their product as a price-competitive alternative to autos and regular cabs
High level of customer convenience	- App based booking has led to growing customer ease of use - In a very short span of time, companies like Meru, Ola & TFS are receiving 30-50% of booking requests through apps - High punctuality and safety are additional customer benefits
Popularity of aggregation leading to faster scale ups	- Even owned taxi companies like Meru are opting for aggregating taxis in order to scale up their fleet rapidly - Aggregator based models will allow expansion to new cities rapidly
Global investor interest	The industry as a whole has seen investments of \$150+million in multiple deals since 2006 and the investor interest shows no signs of abating

	• Availability of investor funds is allowing players to focus on aggressive expansion, customer acquisition and strengthening of backend technology systems
Entry of new players	• There has been a rapid influx of new players recently • Heavy competition has led players to explore new pricing models, taxi segments etc., ultimately benefiting the end customer

- **Scope of the concept**

1-Chances for the driver

You can also have two drivers, one to drive OLA and one for UBER.

You can also choose between the two depending on the incentives for a particular day or week.

However if you wish to drive for both OLA and UBER on a same day, with just one driver chances are you would not be able to attain the target for both the operators and would be left with only earnings and no incentives.

It is better you tieup with both of them and stick to driving with only one at a time.

2-Opportunities for the driver

Ola Creates Job Opportunities for Entrepreneurs in West Bengal; Hands over first 50 cars to driver partners

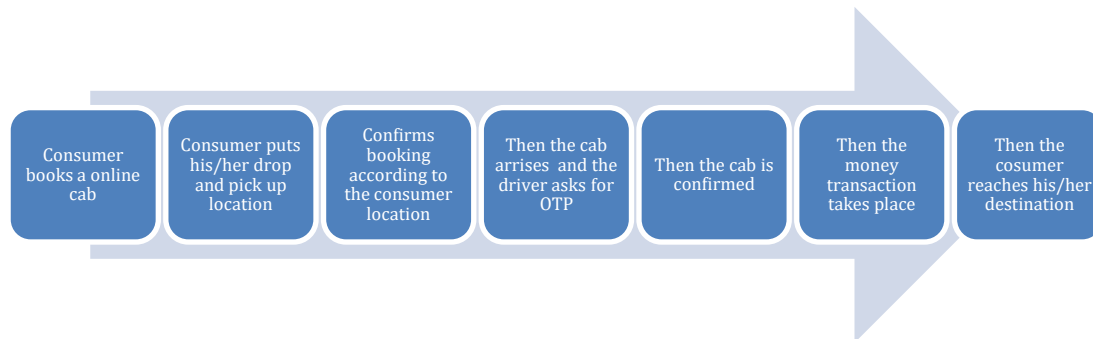
- *Latest Initiative falls in line with the MoU signed with the West Bengal Transport Infrastructure Development Corporation Ltd (WBTIDCL)*

Kolkata, September 13, 2018: Following the commitment of creating 5000 entrepreneurial opportunities, Ola, India's leading and one of the world's largest ride-hailing companies, announced handed over the first 50 cars to driver partners on its platform in Kolkata. The initiative falls in line with the MoU signed with the West Bengal Transport Infrastructure

Development Corporation Ltd (WBTIDCL) and Ola to create 5000 employment opportunities. The MoU was signed earlier in the year during the Bengal Global Business Summit 2018, in esteemed presence of Hon'ble Chief Minister of West Bengal, Smt Mamata Banerjee and the State Finance Minister Shri Amit Mitra.

The handing over of car keys to aspiring driver partners took place in the city today, in presence of Shri Suvendu Adhikari, Hon'ble Transport & Environment Minister, Government of West Bengal; Shri B.P. Gopalika, I.A.S, Principal Secretary, Transport Department, Government of West Bengal; Sandeep Upadhyay, Regional Head – East Zone, Ola and Avik Das, City head – Ola Fleet Technologies.

Example of booking a ola cab online



TAXI AGGREGATION INDUSTRY IN INDIA

Taxi transportation industry in India is quite unique and diverse when compared to the other countries. It is the growing industry attracting many start-ups to join with its huge potential. Broadly this business historically can be divided into pre-aggregator era and post-aggregator era. The Cab Aggregators mainly addressed all the major open problems say like the availability of the cabs at right time, behavior of the drivers, security with the tracking the vehicles using the technology.

Cab Aggregators basically do not own the vehicles, the only thing they do is the coordination between the customers and the drivers using the technology like GPS / GPRS (Global Positioning System / General Packet radio service).Taxi Industry is basically divided into organized and Un-organized business. Till 2007 almost all the industry is not so formal, as most

of the business is being handled by Individual Car owners.

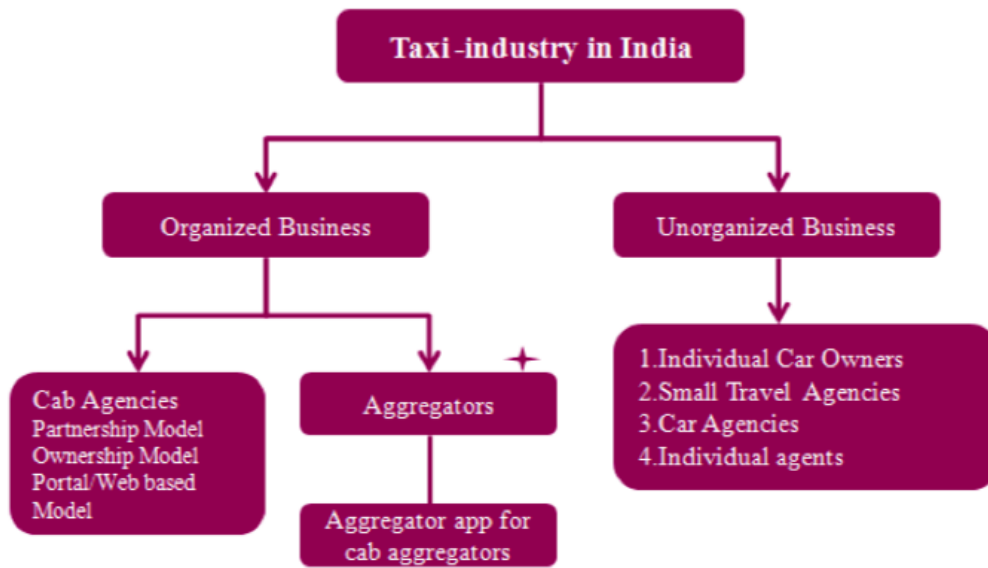


Figure 1.1 Taxi Industry in India

Source: Redseer Consulting presentation, published in Automotive dated April, 2015, www.in.com/automotive

Figure 1.1 has discussed in detail about the Taxi Industry in India. The taxi industry in India has broadly notified as an organized business and unorganized business. Unorganized industry basically constitutes of the small travel agencies operating in smaller cities or in tourist places, Individual car owners who are licensed for commercial purpose, Car agencies who own small number of cars and provide services to customers based on the pre-bookings and finally the Individual agents who don't own any cars but operate in coordination with all the car owners / agencies / travel agencies seeking some certain amount of commission per ride booked.

1. Organized industry primarily comes with a label / Brand which will bring in the sense of security and peace of mind to the customers. They operate with proper set up like office, trained supporting staff, Call center for bookings, professionally trained drivers and grievance cell to reach when needed. Largely we can segregate considering the current market into four categories

1. Cab Agencies

2. Partnership Model

3. Ownership Model

4. Web/Portal based Model

1. Cab Agencies – These types of agencies are mostly the established agencies with own vehicles / either coordinating with individual car owners, operating in bigger cities where there is a high demand. Also they survive on the annual contracts at smaller volume from mid-sized corporate companies. But due to lack of funding and proper strategy they continue to do their business surviving at a smaller scale.
2. Partnership Model – Typically these are companies who work with multiple Car/Travel agencies to bridge the demand and supply. They don't own any cars, but they concentrate on generating leads to these car agencies registered with them, analyzing the market conditions. With their strategic abilities they try to create market offering various schemes/ideas/proposals/discounts to increase the customer base. Revenue generation will be through the commissions or the annual contracts. Saavari Company works in the similar mode of operation.
3. Ownership Model – Agencies / Companies formed under this model own all the vehicles and they manage either lending the cars to the drivers with the pre-specified conditions or employ them depending upon the profitability in the market. Advantage of this model is the operational founders will have the freedom and independence to execute their strategy, as they don't have the constraint or dependency to secure vehicles based on the demand. Usually, policy upon this model is the more the demand becomes consistent the more the addition of vehicles to the fleet. Meru cabs are the suitable example for this model.
4. Portal / Web based Model – Companies like these work on the on the lead generation handling all the customer bookings through a well designed website. They don't own any cars and play a lead generator role in the industry relying on the commissions for the revenue generation. Most of their strategy is to acquire more car agencies into their network, in parallel pushing their brand into the market.
5. Cab Aggregators – Fundamentally these companies call themselves as technology companies, as they don't own any cars / taxis. Their expertise is to utilize the technology acting as an interface between the customers and the drivers. A Mobile application is developed using the maps to identify the request from the customer and then the nearest available cab is signaled to accept the request facilitating the transaction.

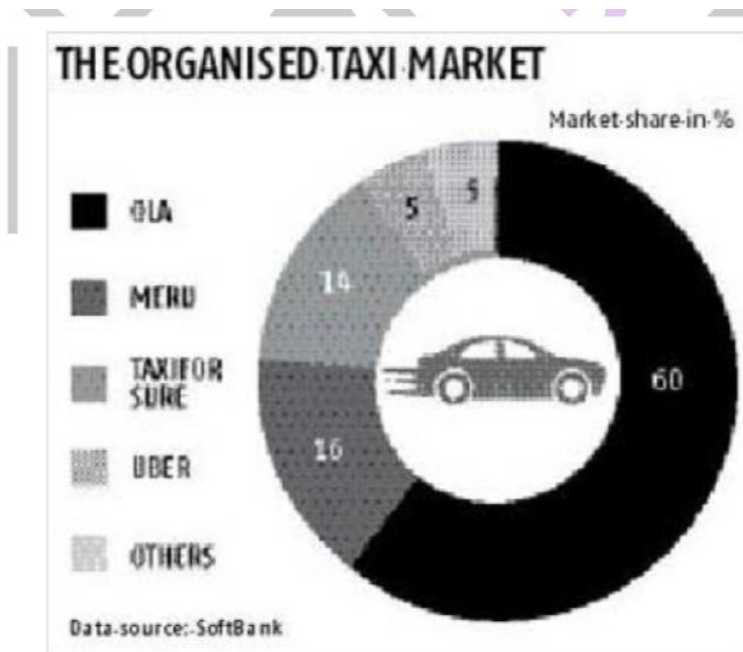


Figure: 1.2: The Organized Taxi Market in India

Source: Business Standard Article – 11 march 2015 –

Uber and Ola are the two companies that are in the market limelight now as Car Aggregators.

Cab Aggregation Industry is still considered a budding industry, as only five percent is being controlled by the organized players out of the estimated \$9 billion Indian Cab market. The growth is expected to increase 30 percent every month and this substantiates the huge potential yet to be tapped in the market. The rise of the Cab aggregation industry not only solved the problem from customer perspective but also helped the drivers in making their earnings better. In addition it also attracted many young Entrepreneurs getting into this space slowly, in a way it almost became a kind of practice that one in two young entrepreneurs are thinking of trying their luck in this space. Ola and Uber became more popular and are able to capture the market share with the help of technology and their innovative business models. However as similar to any other industry, there is a fierce competition amongst the companies which reached a certain high point and are trying all possible strategies at the moment to sustain their position. Also people are coming up with new ways to facilitate the customers, innovating aggregation mobile apps for cab aggregators, with which a user can search from all available aggregators. Oyetaxi and scoot are examples for such unified aggregator apps(see figure 1.2).

As we notice in the below table, the organized players started entering into the Cab industry from 2000, but the so called disruption in the sector only happened in 2010 with the launch of the Ola

n Taxi for sure in 2011 and Uber in 2013.

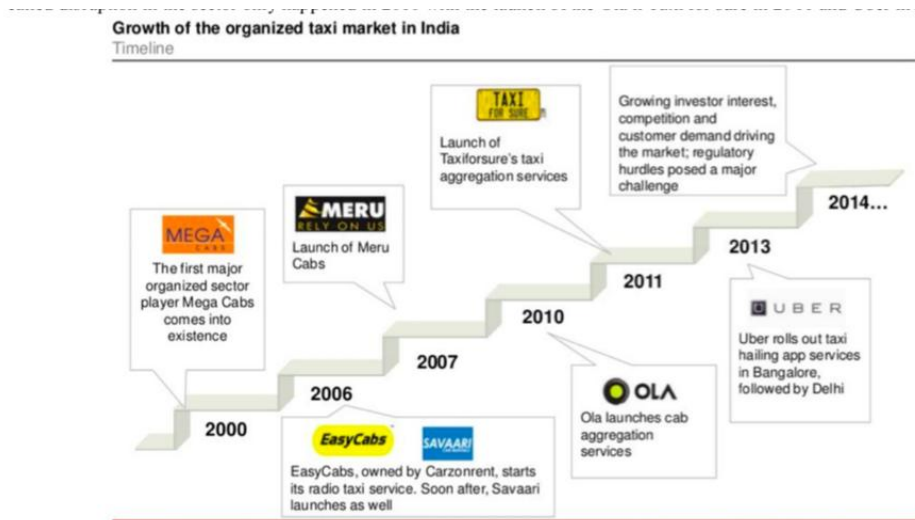


Figure: 1.3 Growth of Organized Taxi Market in India
Source: Redseer Consulting presentation, published in Automotive dated April, 2015, www.in.com/automotive

April, 2015, www.in.com/automotive

Current Business Model of Taxi Aggregation

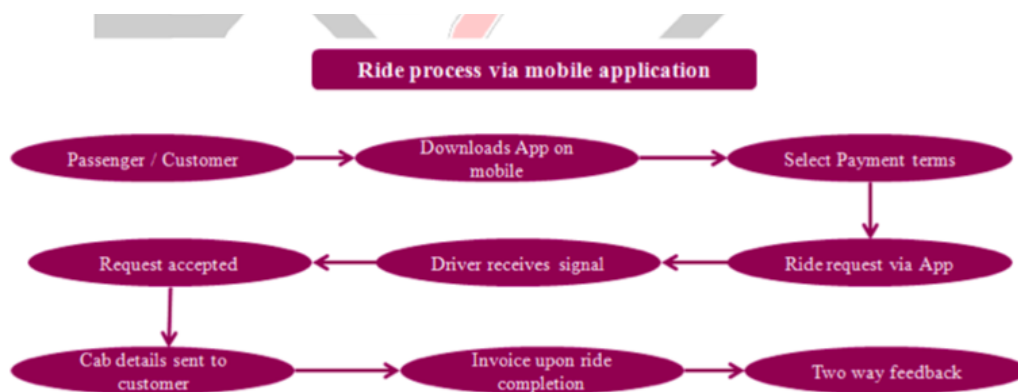


Figure: 1.4 Ride Process via Mobile application

Source: Author Derived Model based on G.Venkatesh and George Easaw, "Measuring the Performance of Taxi Aggregator Service Supply Chain", SAMVAD: SIBM Pune Research Journal, Vol X, ISSN(Print) 2249-1880, ISSN(Online) 2348-5329.

The ride booking process with the Ola or Uber fundamentally is the same but with the little differences or advantages as they claim as value additions to the users. Say Ola has a Pre-booking option where as Uber accepts only on the basis of availability. To book a Cab, user has to initially download the mobile application on his data facilitated smart phone. Then he has to

enable the location tracker, so that the application can trace the location of the user. Next step s/he has to choose

he payment terms out of the available ones like Credit card, Cash, discount coupons and even mobile wallets. Further can confirm the ride looking at the availability of the cabs, usual experience is it will be in few minutes. Upon booking driver receives the details of the request and customer receives details of the cab even with photograph, cab number, expected time of arrival for easy identification. This can be tracked online till the cab arrival and ride completion. After the ride is complete, if the payment option is selected as cash, upon invoice customer needs to pay by hand, else it will be automatically deducted for other options like credit card or mobile wallets. It is always recommended to have the non-cash options to save time, safety, clarity and also to avoid issues like change tendering.

Finally important thing is the feedback – Uber and Ola both take this very genuinely, and as soon as the ride is completed, customer is requested to provide feedback via app and also driver is provided the option to give feedback as well. In a way this has made mandatory, if in case this was not given immediately, when the app is opened for next booking it will block the screen to feedback. Uber will consider all this feedback and for a specific driver if the feedback is less than a value, say 4.7 (assumption here for better understanding), then he will be asked to leave the network. Ola treats this in a little different way, if the feedback is not ok or any complaints received then they will cancel the incentives accumulated for that week. This way both the companies are trying to maintain the standards to serve and benefit the customer better.

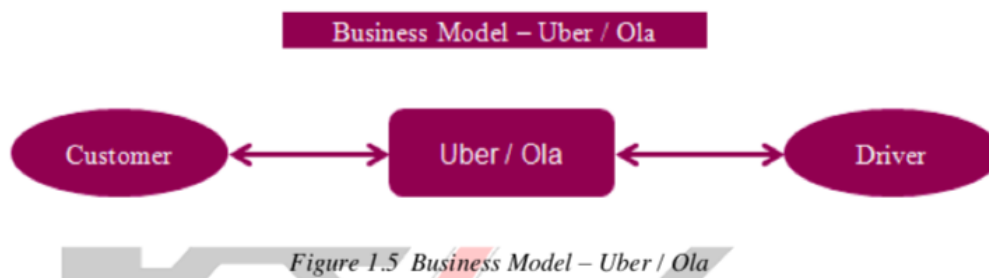
CURRENT SCENARIO AND ISSUES

Having understood the potential in the market, many players small and big are entering into the business. Out of them Ola and Uber are the significantly become popular and the rest of them are trying their best to survive. The major challenge these players are facing the initial customer acquisition, to achieve this they are playing the game through price reduction, free rides initially, discounts and referral bonus. Both these companies are trying all the ways to bring the drivers who own the cars into the network. Drivers are given the extra incentives if they go beyond the minimum number of rides and however they are free to choose their own login and logout time which is attracting more resources.

A) Business Model – Car Aggregators

Car aggregators, both Uber and Ola call themselves are technology companies instead of the traditional

transportation companies which will exclude them from all the regular laws. They will act as an interface between the customers and the drivers. At the moment they have restricted booking only through the mobile application but earlier they were taking it through the call center and online booking via website also.



Source: Author Derived Model based on G.Venkatesh and George Easaw, “Measuring the Performance of Taxi Aggregator Service Supply Chain”,SAMVAD:SIBM Pune Research Journal, Vol X, ISSN(Print) 2249-1880, ISSN(Online) 2348-5329.

But now slowly the aggregators are shifting their business models to partly inventory by buying the cars, leasing them to the drivers. This will help the companies to have the exclusive drivers working on their network making the companies to meet the demand and supply better.

Triggers

1. Unavailability of the comfortable intracity public transportation is one of the reasons why people are looking at the affordable cab services and demand is growing day by day.
2. The cab services are competitively priced and it is projected in a way that nearly equal to autos
3. From security perspective, as the complete ride is traceable
4. All the booking process is through mobile application and the information is passed seamless from request to ride.

5. As the estimated time of arrival is shown in the application, usually few minutes from the time of booking , punctuality is maintained
6. Feedback mechanism is in place and strictly acted on complaints, the behavior of the driver, cleanliness of the vehicle etc are highly improved
7. From operator perspective, the highly growing interests from the angel investors are taking the business to next level.

B) Issues – Aggregator Perspective:

- No Cab Available - Though the Cab aggregators are using the best possible algorithms to match the demand and supply using mobile applications – sometimes lack of vehicles logged into the system at the moment is creating an issue of not able to meet the demand. This is also creating negative impression in customer's mind and the company is losing the customer to the competition
- Resources crunch - Lack of skilled drivers and non-professional behavior with the customer are bringing complaints at the last mile delivery, as the drivers ride fast to meet the targets or to gain more incentives making customers restless during the journey.
- Slower Data Connection - Customers who have the slower data connections sometimes are not able to book the ride which is a negative impact to the business
- Lack of proper regulatory laws - Though the cab aggregator companies do not come under the usual transportation laws, but due to non-availability of clear cut policies is creating lot of speculation in the industry. With this as there is no central policy across country, each state is trying to bring in few regulations, Say recently Delhi government on Surge pricing.
- Lifting employees – Few cases have been raised each other aloud, saying drivers registered in their network are being taken away by the competition, which is causing a lot of trouble in the industry
- False booking allegation – Recently Uber accused Ola of creating false rider accounts in their platform, and made false bookings which were cancelled within five minutes diverting all its drivers to a non-existent customer. According to Uber, with these fake bookings they are not able to serve the genuine customer.

- Non-Exclusive fleet – Few of the drivers signed up with both Uber and Ola. Aggregators are facing a snag where they were not able to access on a particular day how many vehicles will be there in their fleet.
- App crashes – Aggregators are facing some bizarre issues sometimes like at a particular moment there a large number of hits to its mobile application beyond its capacity, causing it to crash. Adding fuel to fire is the creation of the fake accounts, if it is true.
- Bleeding Money – Both Ola and Uber to capture the maximum market share are providing offers and discounts such are free initial rides, referral free rides and also good amount of incentives to its drivers per ride.
- Customer Acquisition – Initial customer acquisition and further finding a loyal one is the biggest challenge, as a slightest discomfort in the service is leaving a thought in customer mind to switch the service.
- Increased Operating Costs – The expansion into newer markets and more and more initiatives to capture the market, is causing the consistent increase in the operating costs
- Undesired events – though the companies are taking all possible care in hiring the drivers and giving them the necessary trainings on behavioral, safety and security front there are incidents that are happening here and there, due to social media which are getting magnified in no time are causing lot of headaches to aggregators.

C) Issues – from Customer Perspective

- App only – As the cab aggregators are now only allowing booking through the mobile application, it is necessary that a user should have a smart phone with mobile data connection. The segments of users who are still not used to this technology are finding difficulty with this process.
- Higher pricing – If we observe the recent reviews in the social media or opinions that are appearing in the newspapers, it is all about the higher prices that are charged on peak hours. Companies call this a surge pricing meaning the prices will go up depending up on the demand at that particular moment. This is causing lot of confusion in the users as they are not still clear on the concept and idea of over pricing is creating worry among the

customers.

- Pre-bookings not honored - Few of the companies like Ola offer pre-booking facility where a customer can book the vehicle well in advance, but due to the non availability of the cabs at the time, they are not honored. These repeated failures in keeping up the requests are creating a negative opinion among the customers and in fact lot of trouble at the last moment surprise.
- Service Rejections / Driver denials – There are cases where the drivers ask the customers to cancel the booking; even before they come to pick up they call to check, once they get to know the destination is not on their route. Further after cancelling, when users try to book another cab the same driver is assigned as he is in the nearby location.
- Rainy Day crisis – Customers face lot of difficulty during the rains in getting a ride, especially in major cities as drivers are reluctant to accept requests as they fear heavy traffic jams and water logging.
- Pick up guidance – Drivers are supposed to follow the map and reach the pickup point taking assistance of GPS, but experience of customers are different from this. Customers say they themselves have to become GPS every time they book a ride as the drivers are not skilled enough in using the navigation systems properly.
- Hygiene – Cabs that appear are not properly cleaned and bad odors are the common issues that users complain usually. Drivers sometimes do not turn on the AC even after repeated reminders.
- Artificial Surge pricing – While booking a ride, customers notice many cabs around the location but the pop up says that they have to pay higher price as there is a demand. Many users experience this in places like train stations, as and when the train arrives though there are many cabs, surge pricing is shown, but if the customer is waited for few minutes then there might be a possibility to get a booking on usual pricing.

D) Consolidation and possibilities in near future
Recent deal that happened in the taxi transportation industry is the Ola and the Taxi for sure. Ola acquired TFS

for \$200 million in a cash and equity deal. This marked the beginning of the consolidation of the

Cab aggregation industry making Ola the top player in the taxi aggregation industry. However both Uber and Ola are burning cash to sustain themselves in the market as leaders and not making any significant profits. With this the question now with the industry analysts is , it is not who makes the profits more is the point , it is only the question of who got the deeper pockets and willing to continue to pump in cash into the market looking the returns from long term perspective.

Industry analysts also predict that in near future, the small cab companies which come under the unorganized player category might become a part of one of the aggregators as it is becoming tougher day by day to compete with the companies like Uber and Ola. After this deal only bigger players left in the market are Ola, Uber and Meru cabs who have got their own business strategies and strengths. Ola, with this acquisition added the whole of the taxi for sure fleet and the cross learning between both the teams will help them grow better

The important change that is noticed after the Ola and Taxi for sure deal is that Ola announced that the charges will be increased in peak hours and in fact the price surging has already started. This marks the beginning of the discounts era and more incentives for the drivers, as the Taxi for sure acquisition has given Ola some luxury to become strong on the pricing front. The availability of the cabs at any point of time for sure will be appreciated by the customers, but if the quality of service is not maintained it will soon have to lose its crown in the market.

PROPOSED	MODEL	—	RIDE
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The proposed model by the researcher is a practical model of its kind which is very appropriate to the taxi

aggregators who are using technology extensively in their business.

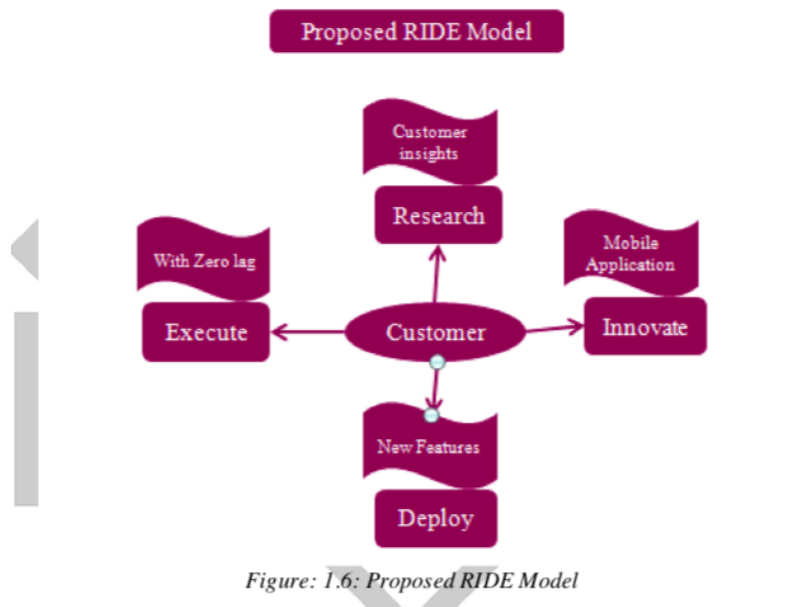


Figure: 1.6: Proposed RIDE Model

Source: Author Derived Model based on G.Venkatesh and George Easaw,

Research - Firstly, according to this model the companies are recommended to do continuous research on the expectations of the customers. As the users are the key stakeholders in this business, by moving closely with them will help organizations to understand the new trends that are coming the market. Apart from the expectations, the issues customers face, and any new features that they wanted to see in this business or in the mobile application. The continuous engagement of the customers in making the business better feel that they are treated special and it also helps to add more loyal customers.

1. **Innovate** – In this step, if the companies check the innovative feasible solutions that can be incorporated into the mobile application primarily using the technology based on the inputs received while doing the research. Also if any changes that might be strategically helpful for the betterment of the business can be included immediately.
2. **Deploy** – All the new features that were developed in the previous step, now needs to be originally established into the mobile application by sending a version update, after a detailed testing.
4. **Execute** – The success of the whole model depends on how quickly the companies are able to execute the process, as in this fierce competition, if a company holds a decision for a day or two, it might be most wonderful opportunity lost from customer acquisition perspective. These days if a customer wants to download an app and if felt not so ok, it will just take a few seconds to uninstall the same and install the competitor's app onto the mobile. This being the reason why it

is strongly recommended to act swiftly however, hasty decision might create a negative impact on mobile app applications.

For the better understanding of the model, it is further supported with an example – consider the case of Uber or Ola in the market.

If we surf through the internet with a researcher mind, the common issues raised are mostly on the service quality, the driver's response, non availability of the cabs, Guiding the drivers to reach the pick-up point although the location is specified correctly, extended expected times though while booking the app shows few minutes but the actual turn up may take more time. A quick look at most of these gives us a clear understanding that all these are common and known old problems and still exist. Once all the issues are identified if the aggregator is able to bring in some new innovative approach to provide solutions implanting them in their mobile application, which will be the biggest differentiator. Also the key thing to be noted is that how promptly and genuinely this approach is executed will help the player to become the market leader. It is recommended that this model should be followed continuously to retain their position in the market.

MANAGERIAL IMPLICATIONS

With the detail review and understanding of the present Cab aggregation industry, current scenario and issues, below listed are the few of the recommendations that can be considered for implementation

1. To facilitate the customers who are not yet used to the technology using smart phones and mobile internet, if they are provided an option to call and book at least for some time educating them in parallel on app usage , that segment of the customers are not lost.
2. Bringing in most drivers into the network giving them proper training on how to behave with the customers right from receiving them while they board will help build the brand and loyalty as the last mile delivery is crucial in this business.
3. With the introduction of the Surge pricing, the affordability factor is lost. Companies have to look at ways like increasing the number of kilometers served per day to increase their revenue instead of hiking the prices suddenly.
4. Introduce the concept of travel miles for the loyal customers; these offers will attract the customers to stay on the network for long time.
5. Ride sharing concept – need to be advertised more as this is similar to the Car-pooling

where employees end up waiting longer even if one person is delayed, as this is a network driven thing via app, whoever is ready on that specific can be picked up immediately.

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ONLINE PAYMENT GATEWAYS-PAYTM

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Abstract

Strategy structure which was offered by our Indian Government towards innovation is making in India, Start-up India, and Skill India. And Paytm was one among such innovation which came as an alternative to the cash transactions. Demonetization has given Paytm an elevate in India's money exchange economy and constrained individuals, and specifically the little vendors to look for alternatives. The shoppers started utilizing computerized instalment modes and Paytm is currently enrolled as a safe versatile wallet and is slowly expanding its relationship with more providers. The aim is also to study the flexible services offered by Paytm promoting the Cashless economy and also supporting Digital India.

After all, being great Paytm may have more opportunities to cater to a larger audience with some offline presence as well.

Paytm can educate customers on accepting cashless transactions and online payments which would, in turn, boost their customer base. Offer more banking services along with online payment options.

Introduction

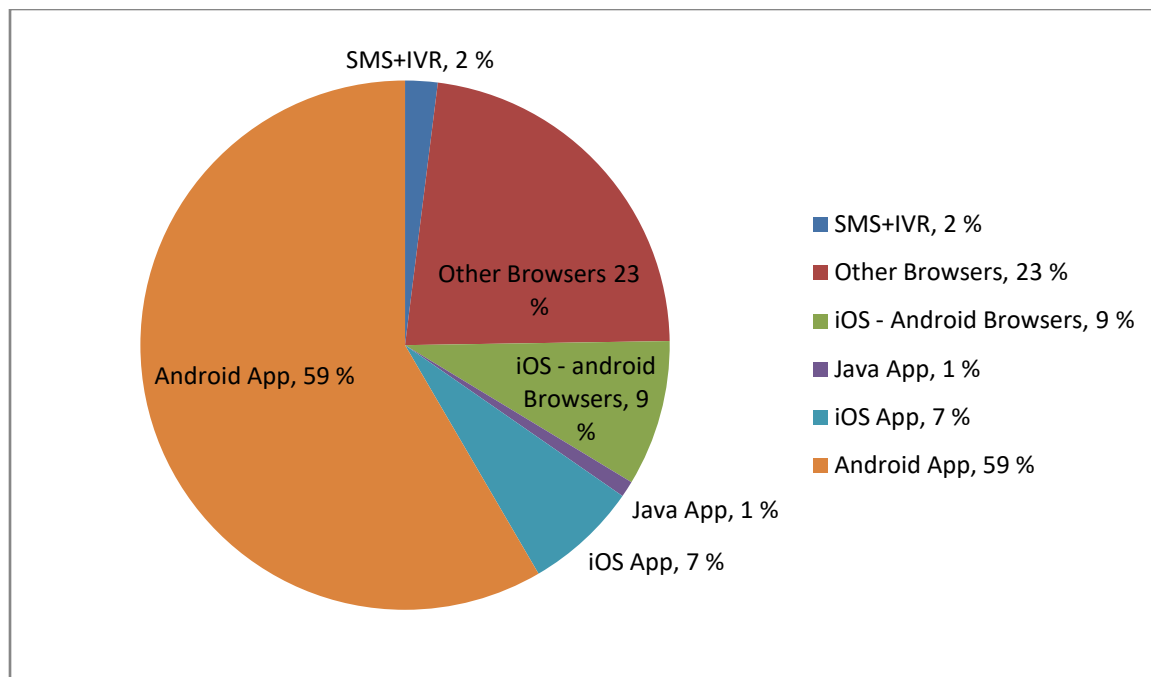
Paytm is India's largest mobile commerce platform and known as **PayThroughMobile**.

Paytm Wallet enables people to use their phones to pay for their shopping or services not just at Paytm, but at thousands of destinations outside Paytm. It is slowly becoming a way of life.

Objective

Following are the objectives of Paytm,

- Paytm's objective has been to increase the market share of the Wallet, capturing the market.
- Paytm's target market is all of India's internet users and smartphone users. The Paytm mobile app is available on all possible platforms including Android, IOS and Windows.

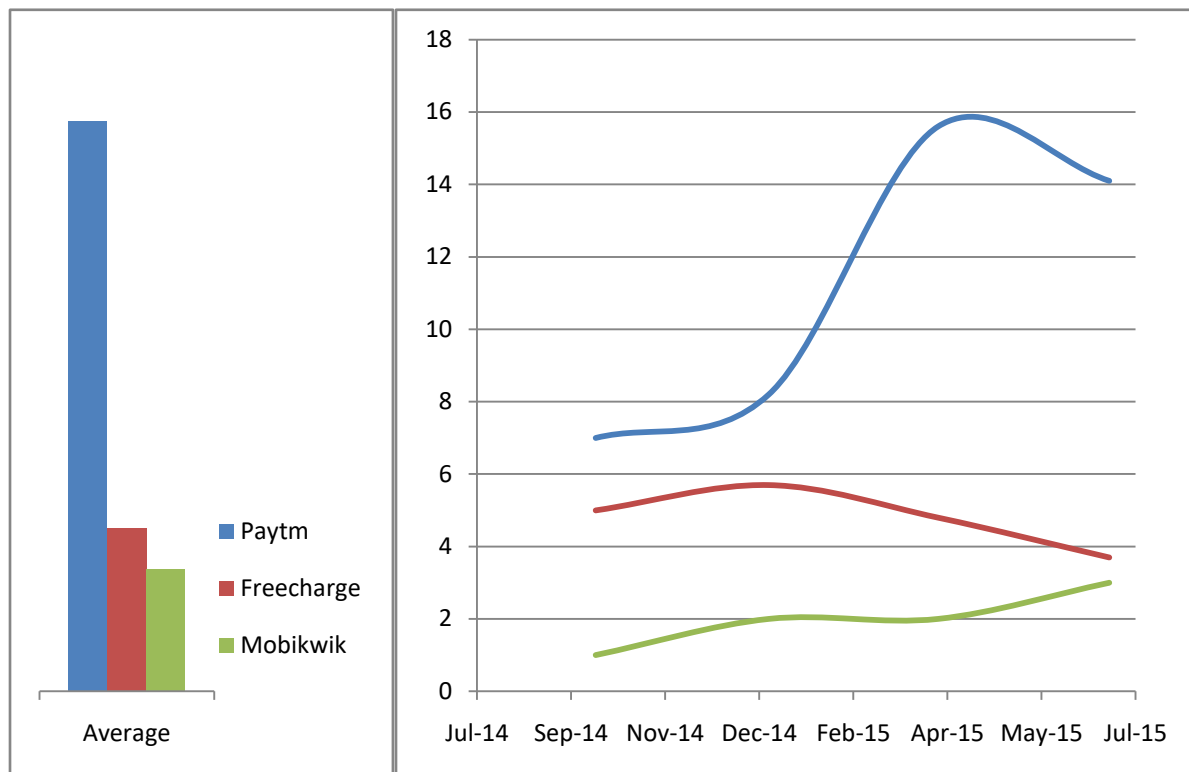


Description

Paytm was founded in August 2010 with an initial investment of \$2 million by its founder Vijay Shekhar Sharma in Noida, a region adjacent to India's capital New Delhi.

It started off as a prepaid mobile and DTH recharge platform and later added data card, postpaid mobile, and landline bill payments in 2013.

“Reliance Capital, which held a stake of about 0.7% in One97, sold its stake to Chinese internet giant Alibaba for \$41 million.”



Before the major funding of PayTM by majorly Alibaba, SoftBank, and Berkshire Hathaway the share percentage of Vijay Shekhar Sharma was 51% but after getting major fundings following which the company grows more rapidly is at 14%-16% for the time being.

The end of the financial year 2018-19 is near, but these steps being so recent, are going to have a larger impact on FY 2019-2020.

The Paytm Digital Services are not available to persons under the age of 18 or to anyone previously suspended or removed by Paytm from availing the Paytm Digital Services or accessing the Paytm Platform.

Conclusion

Paytm Wallet is the digital payment instrument where you can transfer money from your bank account or credit card to use for transactions on the platform.

- It saves customers time.

- Easy to use.
- Handy for customers
- Available for free on google play.

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“Analysis on “Business Concept Analysis Of online food delivery start up”.

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Abstract

Recent development of the net has boosted the extension of on-line food services by facultative individuals to go looking, compare costs and handily access these services. on-line ordering has been a growing as a requirement have factor for the eating place business. on-line ordering has taken the food business by a storm. Technology puts a buried impact on the business industry, technology has changed the perception of people to look at the food services. Food can be ordered online in a hassle-free manner through our proposed system from restaurants as well as mess services. The food order taking methods from customer are improved by our system application. A Food Menu is set up online and as per their wish customers can simply place their order through the proposed system. Also, customers can effortlessly track the orders with a food menu. Users can rate the food items over the feedback system provided by the system. Also, restaurants and mess services are recommended to the new customers based on the user ratings through the proposed system and for the improvements with the quality, the restaurant/mess staff will be informed. For the initial implementation of the system application pay-on-delivery payment system is used. Separate accounts are maintained for each user for more secured ordering by providing an ID and a password. Nature of study is descriptive and based on secondary data. This study is focuses on the analysis and growth of the online food start up India.

Background Concept

Online food ordering is the process of ordering food through the restaurant's own website or mobile app, or through a multi-restaurant's website or app. A customer can choose to have the food delivered or for pick-up. The process consists of a customer choosing the restaurant of their choice, scanning the menu items, choosing an item, and finally choosing for pick-up or delivery. Payment is then administered by paying with a credit card or debit card through the app or website or in cash at the restaurant when going to pickup. The website and app inform the customer of the food quality, duration of food preparation, and when the food is ready for pick-up or the amount of time it will take for delivery.

The first online food order was a pizza from Pizza Hut in 1994The first online food ordering service, World Wide Waiter (now known as Waiter.com), was founded in 1995. The site

originally serviced only northern California, later expanding to several additional cities in the United States.

In India food delivery start-up started in 2014 the first player who came to offer services was zomato and then various other players like swiggy, foodpanda etc.

Stakeholders

All the parties, entities, individual involves in the business can be called as stakeholder .

As the online food start up or industry concern.

There are various stakeholders which are as follow -

Consumer, Restaurant , eateries , Logistic and supply chain companies, Bank ,Investor, Owner , Promoter, etc.

Objectives Background Concept

- To study the growth of online food start up.
- To study the profitability of the online food delivery start up.
- To study the strategies applied by online food delivery companies.

Scope

- Providing various kind of food from n number of restaurants to customer at their doorstep.
- Make it easy and hassle free for customer to order the favourite food at clicks.
- Use of online payment gateways or cash on deliver as well as different wallet partner for the payment purpose.

- Offering various food product rather than traditional food such as readymade spices for instant food making.
- Making the effective and accurate estimation of delivery timing by use of GPS.
- Making the delivery of food at earliest by use of effective supply chain and logistic chain.
- Attracting customer by giving referral offer on the sign up as well as discount on 1st delivery.

Data collection

Data Collection This research is totally based on Secondary data. Secondary data included collecting information about various apps, the industry position, etc from the various portals from the internet, etc.

Business analyst delivery plan



1. Your customer places a food order on **your website or application**.
2. The order is **instantly pushed to your Smartphone or tablet** where you can review it via the free order taking app we provide.
3. You decide the pickup time/delivery time and **your answer is pushed right away**, which makes the entire process short and effective.
4. **You start cooking** and can come back to the order taking app anytime to see past or any pending orders.

The best part about it is that it's as custom as you need it to be and takes the shape of the business using it.

Sources of earning

- **Delivery charges**

The first type of revenue stream this food delivery companies obtained is from its customers. A **nominal delivery fee of Rs. 20 to Rs. 40** is charged from customers on orders below a threshold value say for 200 rs they raises the charges during high order demands or unusual weather conditions.

- **Commissions**

Food delivery companies acquires another major part of the revenue stream from commissions. It **collects commissions** from restaurants to generate sales leads and to deliver their food items through their app services Restaurants have to pay **15% to 25%** on every order placed from website.

- **Advertising**

They earns advertising revenue in these two ways:

Banner Promotions –They promotes and displays ads of various restaurants on its app. Restaurants, related to different regions, receive greater visibility via banner promotion and pay price for the displayed page.

Priority listing of restaurants – They charges restaurants premium rates to give them priority in the list of available restaurants. A restaurant has to pay high if it wants to be displayed higher on the list.

COST STRUCHURE

- Payroll expenses for its employee and delivery partners (If they have their own logistic)
- Cost of application and website development.
- Running cost and maintenance charges.
- Administrative ,advertising and marketing costs.

How does food delivery start up gives discount and still earn ?

Food delivery companies directly ties up with restaurant on a 5%-15% commission bases offering restaurateurs a new customer or a new order which in turn increases their order transaction per day. So, to acquire more customers hoteliers offer upfront discount to their customers to increase even more sales.

For example ;- If a xyz company charging 20 % commission on food item from restaurants

They will offer them a new and more customer in consideration of more commission

If we are paying 100 rs for a food 80 rs goes to restaurants and 20 goes to food delivery company

But in the case of discount ,

Food delivery companies give discount to customer about like 10 % it means we can get the food at 90 but here the restaurants is taking 60 instead of 80 so the company is earning 40 out of which 10 they are giving as discount and remaining 30 is there share

But there are some discount like 50 % off on first order , and referral offer are given by the company itself

Restaurants get there full share. The amount of discount which we get is incurred by company.

Project concept requirement

- Funding for providing discount and expanding services.
- Superior supply chain system to render the consistence services.
- Website and app which would be convenient and easy to use.
- Customer care support.

Technical implementation

Technical implementation plays a pivotal role in any online food , technology has the base of this concept without technical support companies wouldn't have achieve what they have achieve yet.

- User interface,
- Software interface,
- Communication interface,
- Security requirement,
- Portability of software,
- Technical support for the app development,
- Developing various algorithm for offering the best possible services to customer,
- Maintaining customer database for fluent management of customer.

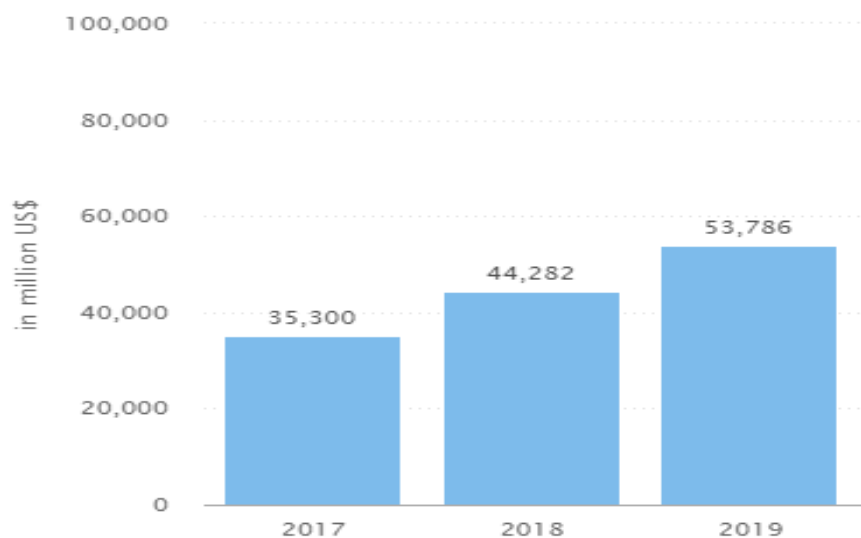
Financial working of the concept

The investment and funding in food delivery sector is \$300 m .Revenue in the Online Food Delivery segment amounts to US\$53.786m in 2019 and it has been growing vigorously. The amount of user using this food delivery apps in recent years has escalate by enormous number.

Currently in India there are 539m users of this service.

The online food ordering market in India is likely to grow at over 16 per cent annually to touch USD 17.02 billion by 2023, according to a study by business consultancy firm Market Research Future. The study, titled 'Digital Platforms Reign in the Food Ordering Market', said the growth in online food ordering market has been attributed to the rising number of women in working population in most of the metro cities. "The Indian online food ordering market is slated to grow at a CAGR (compound annual growth rate) of 16.2 per cent at USD 17.02 billion by 2023,"

Revenue of online food start up in India



Source :- statista.com

As we can see the revenue has increase year by year.

In 2018 them revenue growth was 25.44 %

And in 2019 it is 21.45 %

But due to heavy discount given by companies to attract the customer and capture the market some player of the market suffer a lot of loss

For an example :-



Value Added points

- Food delivery with no restriction order policy.

It has created the boom that now we can order smallest order we want this value added concept really work good for the all player.

- Efficient online payment system.

System efficiency help to generate the trust of customer who used to pay online.

- Different payment methods.

Such as cash on delivery ,debit /credit card , online wallets, UPI

This value feature helps to give customer a variety of option to pay from

CONCLUSION

Less expensive alternatives of having food and foodstuffs conveyed a The customers comfort is simply the primary facet good thing about such, whereas on the second facet these system also are helpful for the expansion of eating place and food provide trade, as by the utilization of digital food ordering system a eating place owner are ready to attract the users attention by permitting them see the whole food menu in conjunction with dish name, image, specialty, and price. Integration a web food ordering system isn't any doubt are the simplest, cheap and helpful call for a eating place business owner. With constant deluge of experts in urban areas and fast urbanization of Indian scene, the food delivery and eatery portion is currently flourishing at a rankling pace. Adding to this situation is an expanding number of cell phones and food delivery applications. Food delivery applications have now turned into a major hit with well-informed people crosswise over India. There are a few food delivery applications in India that one can download on advanced cells to arrange food in a hurry and from the solace of homes. The changing urban way of life of the normal Indian is sufficiently emotional to be ideal for the food-on-the- go and fast home delivery models to develop at higher rates. The regularly expanding populace swarmed metro urban communities and longer travel times are drivers for the helpful, prepared to eat and at your doorstep. Organizations that know about the colossal potential for development may wander straight in, yet just the fittest will endure. Organizations who keep their offer and their image dynamic in purchaser's brains, will take the greatest offer of the Indian online food benefit pie

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ONLINE MARKET PLACE

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DAIMSR, NAGPUR

MCM SEM 1

Abstract: Several online marketplaces enable individuals and companies to sell products using their platforms. You have popular sites such as eBay. In and Amazon. in, which became operational in India in the beginning of June. Amazon allows sellers to visit warehouse and shipping facilities. If you want to sell handmade products globally, Etsy.com allows you to reach a large number of prospective buyers across the world. You can find many Indian merchants selling products such as handbags, linen, garments, jewellery and artwork. You can also create your own store on the marketplace. Etsy.com charges a listing fee (currently \$0.20 for listing an item for four months) and a commission on each sale (3.5% of price). According to the website, it has more than 3,000 sellers across India.

Keywords:

Introduction: It is an electronic commerce which allows consumers to directly buy goods or services over internet. Businesses conducted through internet have lead to virtual shrinking of physical boundaries .It provides both B2B and B2C services. Internet makes it feasible for companies everywhere to compete in global markets.

Background information of the concept: Online shopping was invented and pioneered in 1979 by Michael Aldrich in the United Kingdom. He connected a modified domestic television via a telephone line to a real-time multi-user transaction processing computer. The system was marketed beginning in 1980 and offered mainly business-to-business systems that were sold in the UK, Ireland, and Spain. One the earliest consumer shopping experiences was Book Stacks Unlimited, an online bookstore created by Charles M. Stack in 1992. Stack's store began as a dial-up bulletin board two years before Amazon was founded by Jeff Bezos. In 1994, Book Stacks Unlimited moved to the Internet as Books.com and was eventually acquired by Barnes & Noble.

Stakeholders: A Stakeholder is a person, or a group that has interest in an organisation's activity.

Buyers

Advantages: can easily shop online and able to buy products overseas

Disadvantages: Safety and privacy are issues

Designers

Advantages: Can sell products online without a store.

Disadvantages: it is hard to convince people to buy their products

Companies

Advantages: Can quickly and easily inform customer of their new products

Disadvantages: Sell might decrease since people start buying online.

Competitors

Advantages: easily find out its competitors' sells and cost. Also can improve itself

Disadvantages: customers might go to their shop

Objectives:

A) Promoting a service or product online-Social media advertising and ecommerce go hand in hand. 52% of product sales can be attributed back to Facebook . Around 75% of a buyer's touch points with a brand they buy from take place on social media.

B) Providing product support or customer service- Customer support agents help customers with anything concerning the planning, installation, training, troubleshooting, maintenance, upgrading, or disposal of the product. In short, customer support teams are the modern incarnation of the internal technical support that most companies used to employ.

C) Providing corporate information- An integrated set of components for collecting, storing, and processing data and for providing information, knowledge, and digital products. Business firms and other organizations rely on information systems to carry out and manage their operations, interact with their customers and suppliers, and compete in the marketplace.

D) Establishing brand awareness and corporate identity-Products and services that maintain a high level of brand awareness are likely to generate more sales. Consumers confronted with choices are simply more likely to buy a name brand product than an unfamiliar one.

4. Scope of concept.

1. Engage your customer.
2. Windfall game of new customer.

3. Saving on operations.
4. Data Driven selling.
5. Digital Branding is fast and cost effective.
6. Re-marketing and re-targeting in a boundary less market.
7. 24*7 Potential real income.
8. International Profitable Scalability.
9. Affordable employees n affordable IT infra.
10. Fast order processing.

5. Business Analyst Delivery Plan.

Planning : Planning is the process of thinking about and organizing the activities required to achieve a desired goal. It involves the creation and maintenance of a plan, such as psychological aspects that require conceptual skills.

Staff Management: staff management is the function of managing all employees in the organization, including the development of staff skills through training and other forms of staff development as well as the identification, development and implementation of training needs and programs available for staff.

Staff Analysis : Staff analysts work to make sure their companies run smoothly and efficiently by preparing and administering agency budgets, and conducting economic research and studies.

6. Requirements of the concept:

Domain: A domain name is an identification string that defines a realm of administrative autonomy, authority or control within the Internet. Domain names are used in various networking contexts and for application-specific naming and addressing purposes.

Funds: Sum of money set aside and earmarked for specific purpose. Accounting entity for recording expenditures and revenues associated with the specific activity. To finance or underwrite a business, program or project.

Sellers: Sales are activities related to selling or the number of goods or services sold in a given time period. The seller, or the provider of the goods or services, completes a sale in response to an acquisition, appropriation, requisition, or a direct interaction with the buyer at the point of sale.

Advertisers : Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.

7. Technical Implementation.

8. Financial Working : Raising money for your new startup isn't as difficult as you may think. However getting the right source of funding is slightly more complex. Each source of capital has its own unique advantages and disadvantage

A) Crowd funding - While crowd funding is still in its infancy as a means of ***raising money for your startup*** its popularity is rapidly increasing. Crowd funding takes its name from the fact that your project is funded by the public using their own personal funds.

B) Family and Friends- Your family and friends want to see you succeed and may even want a stake in your potential goldmine for themselves. However using family and friends as a source of raising money can be problematic. It can create a strain that can ruin personal relationships. It is also worth remembering that over 50% of small businesses fail in their first five years often because of factors completely outside of the control of the owners.

C) Credit Cards- Credit cards should be viewed as a temporary measure between getting your business started and obtaining other financing such as a bank loan. Given the hefty 10 – 20% plus interest rates on many credit cards they are generally not a good source of loan term capital. That said credit cards have been used by many entrepreneurs when there was no other options available.

D) Bank Financing- One of the **most common ways that people raise capital** for their small business is through a bank loan.

9. Evaluate Value Added by the Business concept:

Benefits of online marketplaces for buyers:

1. Ease of use.
2. Better discovery / comparability.
3. Lower pricing.

4. Higher quality.

5. Unique products or experiences quality.

Benefits of online marketplaces for sellers:

1. Incremental revenue.

2. Increased utilization.

3. Ease of use.

EVENT PHOTOS











