
A COMPARATIVE STUDY OF LEADING E-COMMERCE SITES IN INDIA: A SWOT ANALYSIS

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ABSTRACT

Selling and purchasing online is referred to E-commerce. Electronic commerce or E-commerce works through technologies, for example online shopping, electronic transfers, Internet marketing and many more There are many other names given to it such as “e-tail” referring “e-retail” or “e-shopping” shortened form of “electronic shopping”. We can also call an online store as “e-web-store”, e-shop, e-store, Internet shop, web-shop, web-store, online-store, online store-front and virtual store. Purchasing an online retailer’s mobile device-optimized or “software application” is known as mobile commerce or m-commerce. These applications enable the customers to browse through companies’ items through computers, tablets and PDAs. In this research paper we have compared some of the e-commerce entryways like Flipkart, Amazon, Snapdeal, Jabong and Myntra.

1. INTRODUCTION

Electronic shopping is a kind of electronic commerce which empowers consumers to specifically buy items or administrations from a dealer over the Internet utilizing a web program. Consumers find a consequence of enthusiasm by embarking to the retailer specifically or by methods for seeking among elective merchants utilizing a shopping internet searcher, which exhibits a similar thing's availability and regarding at various e-retailers [1].

The Internet has reformed the way we shop. On account of the various favorable circumstances and advantages, an ever increasing number of individuals nowadays incline toward obtaining things online over the traditional strategy for going into stores. An online shop summons the physical comparability of acquiring things or administrations at a normal "squares and-mortar" retailer or strip shopping center; the procedure is called business-to-consumer (B2C) web based shopping. Online stores by and large empower customers to utilize "look" highlights to find particular models, brands or things [2]. Online clients must approach the Internet and a honest to goodness strategy for installment so as to finish a trade, for instance, a charge card, an Interact-empowered plastic, or an administration, for instance, PayPal. The biggest of these web based retailing ventures are Flipkart, Amazon, Snapdeal, Jabong, and Myntra [3].

2. PURPOSE OF THE STUDY

The study is aimed to compare the performance of Amazon, Flipkart, Snapdeal, Jabong and Myntra which are the leading e-commerce sites in India for online shopping.

3. RESEARCH METHOD

SWOT analysis (or SWOT grid) is an acronym for strengths, weaknesses, opportunities, and threats and is a structured arranging method that evaluates those four elements of an association, project or business venture. So in this examination we are utilizing the swot analysis procedure for the correlation of sites[4].

3.1 Flipkart

Flipkart was established on 2007 by SachinBansal and BinnyBansal , the two graduated class of the Indian Institute of Technology Delhi. They worked for Amazon.com, and left to make their new affiliation joined in October 2007 as Flipkart Online Services Pvt. Ltd.

In October and November 2011, Flipkart gained the sites Mime360.com and Chakpak.com. After 2014 Big Billion Sale, Flipkart did a moment Big Billion Sale. Where it is accounted for that they saw a business turnover of \$300 million in net stock volume.

SWOT Analysis of Flipkart

If there was a quick overview of best Indian online organizations, at that point Flipkart will without a doubt be the best. There are not very many Indian organizations worth more than 2 billion dollars and Flipkart as on date is worth more than 11 billion dollars.

Strengths of Flipkart

- **India's Largest E-commerce Retailer:** Flipkart is the India's largest E-commerce affiliation and had sold GMV (net merchandising value) of \$1 billion till now.
- **Experienced founders:** The Founders of Flipkart, Sachin and Binnybansal are Ex-Amazon employees.
- **Acquisition:** With its series of acquisitions like Letsbuy.co, chakpak.com, werread.com, Mine360 and the current one Myntra in 2014 has helped the relationship to extend in the E-commerce space and utilized the capacities and existing assets of obtained organizations.
- **High Brand recall:** Flipkart has built up itself as a prestigious E-commerce relationship in India through TV notices, internet stamping and through its essence by means of electronic systems administration media.
- **Own Payment gateway and Logistic arm:** Having its own specific Logistics arm E-kart and payment gateway Paypal has helped the relationship to control its Expenses.
- **Exclusive and maximum range of products:** From having Exclusive rights to dispatch a few things like MotoGMotoX, Xiaomi Mi3 and individual originators fragments in pieces of clothing classification, has helped the relationship to separate and limit its offerings.

Weakness of Flipkart

- **Limited Distribution channel Approach:** Although its logistics arm has kept cost's low, the reach has been affected which is a weakness for Flipkart.
- **Acquisition Cost:** Cost of Acquisition is high because Flipkart acquires a considerable measure of customers through online advertising.
- **Power in the hand of buyers:** Exchanging costs are also less for customers since they can easily change a service beginning with one online retail association then onto the next.

Opportunities in the Analysis OfFlipkart

- **Business Expansion:** By targeting other emerging markets association can increase their revenues and furthermore it can have Economies of scale.
- **Product Expansion in Categories:** This will build their client base and in the meantime will decrease the cost of acquisition and client switch.
- **Changing attitude of Indian customers:** With expanding quantities of customers getting settled with web based shopping and increment in quantities of Internet customer in India, there is immense potential in this Industry.

- **Supply chain:** By streamlining their production arrange they can contend with alternate players and can deal with the losing deals on account of not making the thing accessible because of conveyance prerequisites.

Threats in the Analysis of Flipkart

- **Competition:** Solidified competition from the overall players like Amazon, eBay and besides adjacent player like Snapdeal, Tolexo and Shop pieces of information who are continually attempting to eat each other's market share. Government directions on the issues identified with FDI in multi marking retail has been a critical obstacle in the accomplishment of the E-commerce industry in India.

3.2 Amazon

Amazon.com, Inc., cooperating as Amazon, is an American electronic commerce and handling affiliation situated in Seattle, Washington that was established by Jeff Bezos on July 5, 1994. The affiliation in like manner produces consumer electronics—amazingly, Kindle tablets, Fire tablets, Fire TV, and Echo—and is the world's biggest supplier IaaS and PaaS.

Swot Analysis of Amazon

Strengths of Amazon

- **Strong foundation and profound pockets:** Based on its initial victories with books, Amazon now has thing classes that incorporate electronics, toys, recreations, home and kitchen, white items, dull shaded stock and significantly more.
- **Customer driven:** Organization's strong CRM has made client driven procedures with a specific end goal to painstakingly record information on client's obtaining conduct.
- **Cost administration:** to separate itself, affiliation has made a few key partnerships with different organizations to offer predominant client benefit.
- **Efficient conveyance organize:** With its vital accomplices and because of its Amazon satisfaction focuses, Amazon has made a profound and organized scattering system so as to make the thing accessible even at remote regions.
- **GLOCAL procedure:** By using the methodology of "Go worldwide and act neighborhood", Amazon can fight with residential E-commerce organizations through engaging and by confining/banding together with store arrange organizations.
- **Acquisitions:** Procuring organizations like Zappos.com, Junglee.com, IMBD.com, woot.com and so on has ended up being a fruitful and income producing venture for the E commerce creature.

Weakness of Amazon

- **Shrinking edges:** Due to broad conveyance system and value wars Amazons edges are contracting, which is bringing about even misfortunes. In India, Amazon had lost \$359 crs in the year 2013-14.

- **Tax Avoidance issue:** Amazon has pulled in negative notoriety due to Tax Avoidance in nations like U.S and UK. An extensive piece of its income is produced from these entrenched markets.
- **High Debt:** In many creating nations Amazon is 'in the not too distant past endeavoring to make the business gainful subsequently influencing the general efficiency of the social event coming about into High obligation.
- **Product flops:** Amazon propelled the fire telephone in the US which was an imperative tumble. In the meantime, Kindle fire did not get as earnestly as Kindle did.

Opportunities of Amazon

- **Backward Integration:** Amazon can think of its In-house checks in various thing classifications. They can moreover separate their advertising. This will enable them to influence benefits in particularly focused E-commerce to showcase.
- **Global Expansion:** Expansion prevalently in Asian and creating economies will help Amazon in light of the fact that those are the business sectors with low competition in E-commerce ventures and are not soaked like created economies.
- **Acquisitions:** By getting E-commerce organizations it can diminish the competition level and in like manner can utilize the particular uttermost scopes of the other affiliation.
- **Opening physical stores outside U.S:** By doing this Amazon can help the clients to draw in with the brand, bringing about increment in rehash buys and increment in undaunted client base.

Threats of Amazon

- **Low section hindrances of the business:** Low passage boundaries influence the present player's business as more affiliation implies serious competition, value wars, contracting edges and misfortunes coming about into scrutinizing the supportability of the players.
- **Government directions:** Not having lucidity on the issues identified with FDI in multi stamp retail, has been an imperative obstacle in the accomplishment of the E-commerce players in many creating nations.
- **Local competition:** India has Snapdeal and Flipkart who are neighborhood E-commerce retailers and are taking constantly bigger bit of the market.

3.3 Snapdeal

Snapdeal is an Indian e-commerce business affiliation situated in New Delhi, India. The affiliation was begun by KunalBahl and RohitBansal in February 2010. Starting at 2014 Snapdeal had 300,000 venders, more than 30 million things transversely more than 800+ differing classifications from more than 125,000 territorial, national, and universal brands and retailers and a span of 6,000 towns and urban communities the nation over. Snapdeal was begun on 4 February 2010 as a regular arrangements organize, however extended in September 2011 to end up noticeably an online commercial center. Snapdeal has created to end up plainly one of the biggest online commercial centers in India offering a grouping of 10 million things across finished assorted classifications from more than 100,000 venders, conveyance to more than 5,000 towns and urban communities in India.

SWOT Analysis of Snapdeal

Strengths of Snapdeal

1. Consistent developments and great marketing
2. Immense network of retailers crosswise over nation
3. Excellent service through convenient processes
4. Wide range of deals and exchanges to choose from heaps of distinctions and recognition as best new businesses, e-commerce etc

Weakness of Snapdeal

1. Services not available in all cities
2. Dependence on internet in a manner of speaking

Opportunities of Snapdeal

1. The markets devoid of internet
2. Customers reluctant in shopping online can be persuaded
3. Partnerships with bigger corporate houses for mass selling

Threats of Snapdeal

1. Can be subjected to cheats
2. Danger of being involved into selling of illegal entities
3. Newly emerging competitive online shopping portals

3.4 Jabong

Jabong.com is an Indian frame and way of life web based business door established by Praveen Sinha, Lakshmi Potluri, Arun Chandra Mohan and Manu Jain. The door offers attire, footwear, shape embellishments, excellence things, aromas, home frill and other plan and way of life things. It was built up by Arun Chandra Mohan, Praveen Sinha, Lakshmi Potluri and Manu Jain. All kindred sponsors have left the affiliation. In September 2017, it was accounted for that Jabong is the third biggest overall online business accomplice for Dorothy Perkins. Jabong offers shoes, attire, frill, home expressive configuration and furniture. The e-store at introduce continues 1000 brands and more than 90,000 items.

SWOT Analysis of Jabong

Strengths of Jabong

1. Solid Investor Backing (Rocket Group)
2. Fastest delivery with same day delivery in Delhi and NCR 48 hrs delivery in top 10 cities. Other cities 1-3 days.
3. Wildest assortments of items with 750 brands, more than 50,000 items.
4. Innovative services, introduced card processing on delivery, open box delivery, design beauticians on phone call.
5. Fastest development, captured 20-25% of online lifestyle and apparel market in a limited capacity to center 20 months.

Weakness of Jabong

1. E-commerce in India is in its outset and the available infrastructure is so far inadequate.
2. Absence of ordinary tax collection rules further hinder development in this segment.
3. Inter-state movement of items often poses a problem given in the different tax assessment rates.
4. The consumer mindset is still towards the touch-and-feel system.

Opportunities of Jabong

1. The Indian apparel market will develop over four-crease to accomplish a staggering size of \$ 200 billion by 2025
2. Youth potential in India with discretionary spending. 15-34 age brackets constitute 35% of Indian populace.
3. India has the fastest Internet movement development universally and is expected to have 348 million users by 2017.

Threats of Jabong

1. Online players like Myntra.com, Flipkart are solid competitors hoping to expand into the apparel market.
2. Item retailers having solid conveyance network and physical stores.
3. Corporate gifting firms having long standing records and solid sourcing capabilities.

4. Entry of international goliath e-commerce players like Amazon, the world's largest online retailer.

3.5 Myntra

Myntra is an Indian online internet business commercial center affiliation headquartered in Bangalore, Karnataka, India. Set up by MukeshBansal nearby AshutoshLawania and VineetSaxena, Myntra was in the matter of on-request personalization of gift things. In 2011, Myntra extended its once-over to incorporate shape and way of life things and moved far from personalization. Myntra tied up with various commended brands to retail an extensive variety of most recent stock from these brands.

In any case, in February 2016, the affiliation withdrew its application just model attempting to win back lost clients. The affiliation referred to that the application just methodology had reverse discharges and Myntra would re-dispatch it. Myntra was voted as the "India's Most Admired and Valuable Power Brand Award 2016" at seventh Annual India Leadership Conclave and Indian Affairs Business Leadership Awards 2016 under the chairmanship of the originator Satya Brahma on Friday 1 July 2016 in Mumbai. In September 2017, Myntra won the rights to oversee universal plan check Esprit's 15 disconnected stores in India.

SWOT Analysis of Myntra

Strengths of Myntra

1. Merger with Flipkart has increased its strength and farthest point
2. Retention of its independence even after merger.
3. Offering of more than 1.5 lakhs items with over 1000 brands
4. Efficient inventory network and delivery capacity helps it to cater to 90,000+ areas. "End of season sale" – a huge success, Rs.90 crore worth of products sold
5. Great advertising and marketing efforts on TV, internet and print.

Weakness of Myntra

1. High competition means limited market share growth

Opportunities of Myntra

1. Selling private labels can increase their edge
2. Partnership with celebrity designers, Bollywood movies can increase its form appeal.
3. Marriage collection to tap the enormous wedding market in India
4. Expansion into worldwide markets can help business.

Threats of Myntra

1. Worldwide competitors like Amazon bit by bit making its intrusion
2. Form segment is becoming well known leading to increased competition
3. Economic changes and unfavorable govt. policies and just business decision and shutting may prevent it from catching the developing online space.

4. CONCLUSION

We utilized a standout amongst the most extended techniques to improvement procedures is SWOT. It makes subjective models on the introduction of which the vital choices are made [5]. A more noteworthy global introduction needs focus on principal change in the mindfulness, learning and comprehension of overall market condition by various investigations. Around the end, we might need to express that we should utilize all the ways to deal with increment our quality and exhibit to the others best practices to utilize our possibilities. Studying on top online business locales will bring back various open doors for others and it will grow up the e-organizations who utilize the others encounters. Fundamental utilization of SWOT investigation as a method which can quickly be imagined without essential thought prompting a disfigurement of the powers, shortcomings, openings and dangers in an interior and outside condition of an inline affiliation.

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