

COMPETITIVE ANALYSIS

COMPETITOR/ SUMMARY	Flipkart is the India's largest E-commerce company & had sold (gross merchandising value) of \$1 billion till now.	Snapdeal is known for excellent customer service and wide array of deals in major cities	Pepperfry is a one stop store for customers wanting to give their home a great look.
TARGET AUDIENCE	Online shoppers looking for a good deal.	Internet users relying on internet for shopping and other transactions	Young, rising affluent class having a strong taste of fashion and trends
OPPURTUNITIES	<ul style="list-style-type: none"> - Expansion of business by targeting other emerging markets company can increase their revenues - Expanding their Product categories - Changing mentality of Indian customers by getting comfortable with online shopping - Establishing in other developing economies 	<ul style="list-style-type: none"> - Customers reluctant in shopping online can be persuaded - Partnerships with bigger corporate houses for bulk selling 	<ul style="list-style-type: none"> - Collaboration with real estate online portals can increase position - Tie-up with corporate to be an infrastructure partner.
STRENGTHS	<ul style="list-style-type: none"> - India's Largest E-commerce Retailer - Experienced founders in the E-commerce industry helped the founders to work strategically and differentiate their business in a highly competitive market. - Acquisition with its series of acquisitions in 2014 has helped the company to expand in the E-commerce space & used the capabilities and existing resources of acquired companies. 	<ul style="list-style-type: none"> - Constant innovations and good branding - Vast network of retailers across nation - Excellent service through convenient processes - Wide range of deals and transactions to choose from - Lots of awards and recognition as best startups, ecommerce etc 	<ul style="list-style-type: none"> - Received three rounds of funding. - For the categories it caters to, having 1 million customers is an exemplary record. - Partnership with more than 1000 merchants - 55000+ plus products in product categories - High sales rate can be validated from facts like sale of furniture every 20 minute, sale of an item in every 1 minute. - Innovative campaigns are increasing brand awareness.
WEAKNESS	<ul style="list-style-type: none"> - Limited Distribution channel reach - Cost of Acquisition - Power in the hand of buyers, since this industry is flooded with many players, buyers have a lot of options to choose. 	<ul style="list-style-type: none"> - Services not available in all cities 	<ul style="list-style-type: none"> - Furniture shipping entails huge shipping costs compared to other sectors - Increasing competition from new players and unorganized sector can affect market share