E-Commerce Implementation, Problems, Solutions and Popularity in Managing Supply Chain: A Comparative Analysis of Different Top 10 Indian E-Commerce Companies

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Abstract

This paper discuss the various factors of E-commerce which managing the supply chain and it also explains the Implementation of emerging E-commerce, problems, solution, and popularity of different and top e-commerce companies. This paper presents the comparative analysis of these top e-commerce companies through the different colored graphs. So through these graphs we can easily analyze the supply chain in online E-commerce.

I. Introduction

Today, we are discussing about e-commerce progress level of India, the seventh-largest by geographical area, the second-most populous country, and the most populous democracy in the world. Indian e-commerce space percentage is getting higher as more and more online retailers enter the market. Although this level of entry in the e-commerce market is good from a long term perspective, the challenge is that most entrepreneurs don't have the resources or capital to wait for years before they can get profits.
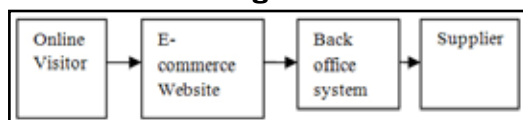
A. E-Commerce Integration Process

Fig. 1: E-Commerce Integration Process

B. E-Commerce companies

This comparative analysis has done on different top 10 Indian e-commerce companies which are followings with different criteria and different features.

1. Flipkart Company

Flipkart top e-commerce website making books easily available to anyone who had internet access. Today, we're present across various categories including movies, music, games, mobiles, cameras, computers, healthcare and personal products, home appliances and electronics. The following features:

(i). Payment

E-commerce Flipkart Company provides safe and secure shopping service, all major credit and debit cards accepted, and payment also accepted by Internet Banking, Cash on Delivery and Equated Monthly Installments (EMI).

(ii). Time

This e-commerce company provides 24*7 customer support, It also provide the service delivery in 3 days, for other areas, orders will be sent by Registered Post through the Indian Postal Service which may take 1-2 weeks depending on the location and distance.

(iii). Cost

Flipkart provides free delivery on all items if your total order amount is more than Rs. 200/-. Otherwise Rs. 30/- is charged as delivery charges.

(iv). Integration

Ease integration because all Credit/Debit card details remain confidential and private. Flipkart trusted payment gateways use SSL encryption technology to protect the user card information.

(v). Scalability

Only In India

(vi). Customization

Ease customization because user can review the status and other information of all user's orders, whether pending or fulfilled, that you have placed with Flipkart.com.

(vii). Challenges

Flipkart doesn't deliver items internationally; there will be no warranty for mobile accessories.

(viii). Platform

While it is not necessary to have a Flipkart account to shop and purchase items, it is certainly recommended to have one. You can shop by providing just your email ID.

(ix). Popularity

Ranks in top 30 websites in India, 8,000,000 visits every month, 30000+Items shipped per day, 27 cities+ with own delivery network.
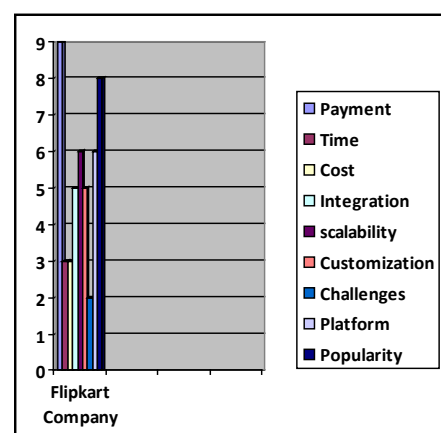

Fig.2: Flipkart Company with different features of E-commerce

2. Magazine Mall Company

Magazine mall is a property of Global Interactive Malls P. Ltd. It focused on retailing publications in an 'e-bricks' model across India and the rest of the world

(i). Payment
E-commerce Magazine Mall Company provides payment services through all major credit and debit cards accepted, Internet Banking, mobile payment, cheque/DD.

(ii). Time

(a). Standard Shipping
Activated for delivery by publishers, using regular post within 4-6 weeks of your order.

(b). Premium Shipping
Activated for delivery by us within 1 week of your order, by air courier.

(iii). Cost
(a). Standard Shipping: No shipping charges apply
(b). Premium Shipping: Chargeable at Rs.15/issue within India

(iv). Integration
Predictable delivery timelines and renewal management services, powered by CC Avenues payment enablement systems - with the widest range of payment options made available to user.

(v). Scalability
International shipping also available and it may apply for addresses located outside of India.

(vi). Customization
It provides the risk of loss for such items pass to user upon dispatch. It receives communication electronically whether by email or other notices on the site or as may be sent to user.

(vii). Challenges
When user wants to cancel then company will be unable to refund for cancellations made after 90 days from the date of order. There will also be a 10% service charge on the total and original value of the cancelled subscriptions.

(viii). Platform
Live help support , E-mail and Phone support

(ix). Popularity
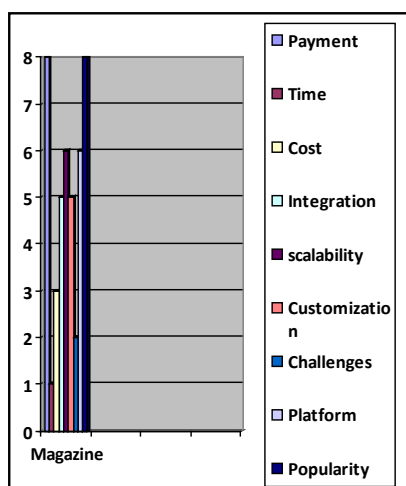This website used regularly by the internet users.

Fig. 3: Magazine mall Company with different features of E-commerce

3. 20North Company
20 North Company is well on its way to becoming India's leading online retailer. At 20North we believe that Indian consumers have interests, passions and pursuits that cannot be fulfilled with products from the hum-drum mainstream of Indian retail

(i). Payment
20 North Company accept all major Credit and Debit Cards, Demand Drafts and Money Transfer payment service using Visa, Master Card or American Express card, Cheque /DD.

(ii). Time
Orders are delivered in 5-15 business days based on the product and the delivery zip-code in India and this usually takes 3 to 4 working days.

(iii). Cost
No free Shipping. 15% (20North Service Charge) + Duty + Shipping costs

(iv). Integration
Easy integration , Can be combined at time of purchase with any other form of payment with no restrictions

(v). Scalability
It can supply international level also but can only be purchased in Rupees (INR).

(vi). Customization
20North Credits can be combined with any other valid modes of payment to pay for a purchase.

(vii). Challenges
This Company does not provide warranty for any products ordered from our website.

(viii). Platform
E-mail and Only a registered user can shop at 20North.

(ix). Popularity
20North.com is well on its way to becoming India's leading online shopping portal.
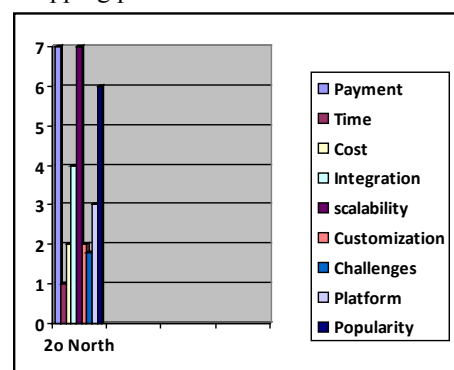

Fig. 4: 20 North Company with different features of E-commerce

4. Snapdeal Company
Snapdeal Company is providing more fun for consumers. Being India's best daily deals website, bring up to 90% discounts on dining, health and beauty services, branded products, travel and more.

(i). Payment
The different payment options are Credit card, Debit card, Cash card, Internet enabled online bank account, mobile banking. SnapDeal offers up to 90% discounts on products. Payment is SSL secure.

(ii). Time
Most of deals carry over 1 month validity

(iii). Cost
SnapDeal offers up to 90% discounts

(iv). Integration
The Website requires you to register as a User by creating an Account in order to purchase coupons from the Website.

(v). Scalability
Only in India

(vi). Customization
User can buy the deal without subscribing. Just click the "Buy" button and fill email id and mobile no and make the payment online. This send Snapdeal voucher over email and SMS. It also provides guarantee to replace the product/ voucher or refund complete amount.

(vii). Challenges
This governs purchase and use of the coupons/vouchers. It also governs the access and use of the Website and secure personal information of users.

(viii). Platform
E-mail support and Phone support.

(ix). Popularity
SnapDeal is offering deals in 20 cities including Delhi, Mumbai, Bangalore, Hyderabad, Chennai, Kolkata and Pune. This site is using by the users very vast.
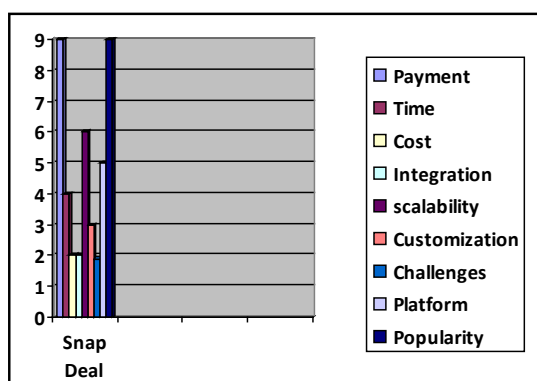

Fig 5: Snap Deal Company with different features of E-commerce

5. Deals and you Company
Deals and You is a group buying portal that features a daily deal on the best stuff to do, see and buy in some of India's leading cities.

(i). Payment
This Company provides the different payment methods as credit card, debit card or cash on delivery.

(ii). Time
Orders are delivered with in 24 hours

(iii). Cost
Shipping is not free of cost

(iv). Integration
Ease Integration using credit and debit cards

(v). Scalability
Only in India

(vi). Customization
Ease Customization, Registration to dealsandyou.com is free. User pay only billed when purchase a deal from Deals and you Company.

(vii). Challenges
Deals and You Company makes no warranty for the quality, safety, usability, or other aspect of the product or service marketed through Deals and You.

(viii). Platform
E-mail support and Phone support.

(ix). Popularity
Deals and you is offering deals in various cities including Delhi, Mumbai, Bangalore, Hyderabad, Chennai, Kolkata , Pune, Ahmedabad, Delhi.
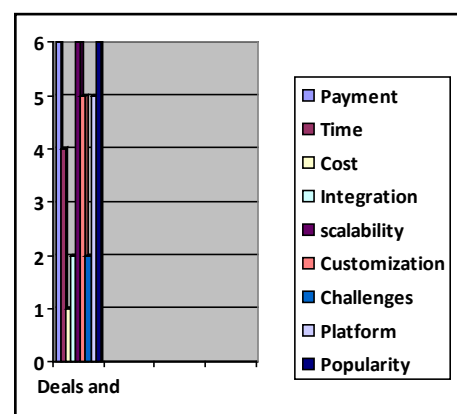

Fig. 6: Deals and you Company with different features of E-commerce

6. Naaptol Company
Naaptol Launched in January 2008, Naaptol has grown to become India's leading comparison based social shopping portal, the one-stop destination for all shoppers, merchants and market enthusiasts.

(i). Payments
As payment against order is cleared through Checque / DD or CreditCard / Internet banking Order will be shipped immediately.

(ii). Time
Delivery depends on location

(iii). Cost
Shipping is not free of cost

(iv). Integration
Ease Integration using credit and debit cards

(v). Scalability
Only in India

(vi). Customization
Ease Customization

(vii). Challenges
Naaptol is an online shopping portal and not a retail store, user do not have products that may be physically checked user can see displays on website. No warranty of any kind regarding this web site and/or any materials provided on this site

(viii). Platform
E-mail support and Phone support.

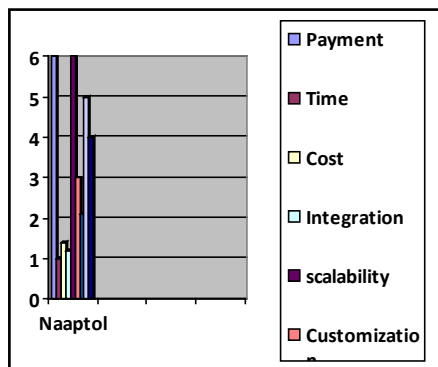### (ix). Popularity
Average Popularity.

Fig. 7: Naaptol Company with different features of E-commerce

7. Fashion and You Company
FashionandYou Company is Key to indulge in high fashion and luxury brands at exclusive member's only prices.

(i). Payment
As payment is done by Cheque Payment, Cash on Delivery, Internet Banking.

(ii) Time
Express order will be shipped within 24hrs from the purchase. Depending upon the location where user will receive the order within 2-7 business days. Sometimes it takes between 3-4 weeks to deliver order from the date you make a purchase on our site.

(iii). Cost
Fashion and You levies INR 100 as shipping charge.

(iv). Integration
First come first served so make sure for purchase and log on early to bag the best deal.

(v). Scalability
Only in India

(vi). Customization
Access to fashion and you sales is reserved for registered members only. Membership is free and membership is by invite only.

(vii). Challenges
Once payment has been confirmed, you will be unable to make any further changes to your order.

(viii). Platform
Email support and SMS support
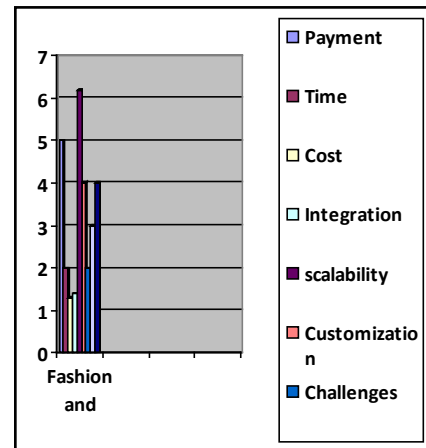
(ix). Popularity
Average popularity.

Fig. 8: Fashion and you Company with different features of E-commerce

8. Yebhi Company
This site also has variety like watches, sunglasses, mobiles, cameras, jewellery, Home and kitchen appliances and many more things for online shopping.

(i). Payment
Payment is done by Cheque Payment, Cash on Delivery, Net Banking.

(ii). Time
Fastest shipping for customer orders as possible according to location.

(iii). Cost
No any shipping charge.

(iv). Integration
It provide all branded products and ease integration using credit and debit cards

(v). Scalability
Mostly in India and it can deliver products at international level also but no free shipping for that.

(vi). Customization
It provides fastest shipping for our customer orders, provide widest range of choices for our customers and enable brand partners to reach the widest audience.

(vii). Challenges
The refund process will be initiated once company has received the products.

(viii). Platform
E-mail support, Phone support, Live support

(ix). Popularity
It carries portal catering to more than 1000 retailers across the country and best e-commerce awarded company in 2010.
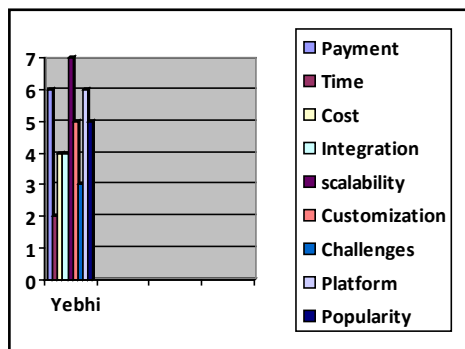

Fig. 9: Yebhi Company with different features of E-commerce

9.Myntra Company
Myntra.com is ranked among the top 10 e-commerce companies in India and is scaling rapidly. Myntra was started by a group of IIT/IIM graduates in early 2007 and is headquartered in Bangalore with regional offices in New Delhi, Mumbai and Chennai.

(i). Payment
This Company provides the different payment methods as credit card, debit card, cash on delivery, net banking and ITZ cash payments

(ii). Time
Myntra attempt to process every order and ship within 24 hrs. It also depending upon location within India, post ordering this should take overall 5-7 days to get delivered.

(iii). Cost
Myntra offers free shipping within India on all products above Rs 99. For international orders and orders below Rs 99, appropriate shipping cost is charged.

(iv). Integration
It also provide option of CCAvenue and EBS payment gateways which process all credit card and net banking transactions over secure encrypted connection

(v). Scalability
It can ship internationally to all major countries

(vi). Customization
Ease customization and easy to get order of products.

(vii). Challenges
Coupons will be valid for 30 days and also do not support returns on international order shipments.

(viii). Platform
E-mail support and Phone support.

(ix). Popularity
In the last 3 years, Myntra has become the most popular destination for personalized products in the country. Red Herring Global 100 winner 2010 and Awarded "Pride of India 2009-2010" award for Exceptional Business Growth by IDG Ventures.
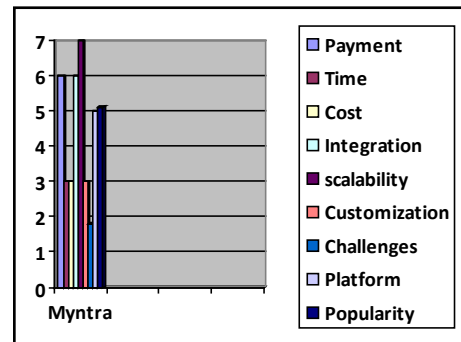

Fig. 10: Myntra Company with different features of E-commerce

10. Indian Gifts Portal Company
Indian Gifts Portal is an online gifts super-market. It offers a wide range of gift-options, most of which are exclusive Indian products, right on your desktop.

(i). Payment
It accepts Credit Card (both Indian and International), Debit Card, American Express, JCB, Discover, Diners Club, Internet Banking, Paypal, Paymate, Done Cash Card and ITZ Cash Card. To get detailed payments related information including Bank list of Debit Cards and Net Banking.

(ii). Time
It delivers within 72 hour and it also delivers within 6 working days of securing users payment or on the approximate delivery date mentioned by user in the order

(iii). Cost
No Free Shipping

(iv). Integration
Secure Mode on the customer's browser, using SSL (Secure Sockets Layer) to encrypt sensitive data such as credit card numbers.

(v). Scalability
Both National and International Level

(vi). Customization
Ease Customization and used 128 bit encryption secured payment gateway.

(vii). Challenges
Orders are accepted only online after securing your payment through the credit card information submitted by you.

(viii). Platform
Only By Mail Process

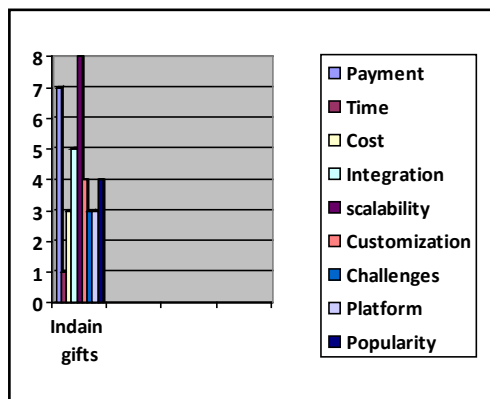### (ix). Popularity
Average level Popularity

Fig. 11: Indian gifts portal Company with different features of E-commerce

The below graph shows the unique users in July 2011 who have used more e-commerce website. This graph compares top 10 e-commerce companies. So we can easily analyze that which company is used more by the users.
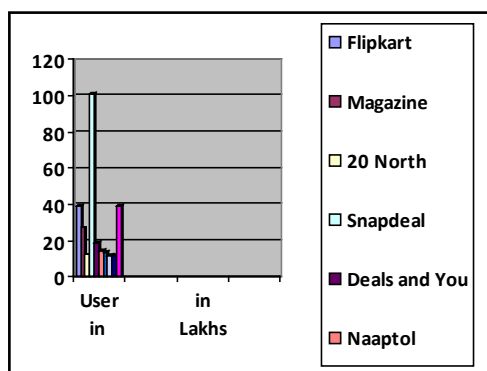

Fig. 12: E-commerce companies user in july 2011 in Lakhs Conclusion

We all know that India is a developing country which is growing by E- Commerce using the supply chain so that while domestic and international trade are allowed to expand their horizons, basic rights such as privacy, intellectual property, prevention of fraud, consumer protection etc are all taken care of. The emergence of blogs as an avenue for information dissemination and two-way communication for online retailers and e-commerce vendors improved fraud prevention technologies that offer a safe and secure business environment and help prevent credit card frauds, identity thefts and phishing. So through this comparative analysis we can analyze that how we can resolve e-commerce problems.

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