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FLIPKART SWOT & PESTLE ANALYSIS

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Company Name : Flipkart

Company Sector : Retail, E-commerce

Operating Geography : India, Asia, Global

About the Company :

Flipkart is an e-commerce unlisted private company headquartered in Bangalore, Karnataka. This online retail megastore was founded in 2007 by Sachin Bansal and Binny Bansal and incorporated on 19 September, 2011. Despite being based in Bangalore, Flipkart is registered in Singapore. With its modest beginnings in selling books, Flipkart has today expanded to include a wide variety of goods. It was also the first e-commerce website to introduce the concept of cash on delivery, which is something that is endorsed by every e-commerce website in India today. In August 2018, US-based retail titan Walmart acquired a 77% controlling stake in the company for \$16 billion. Co-founders — Sachin and Binny Bansal — have exited from overseeing the daily operations of the Company. Flipkart was said to be "neck and neck" with Amazon in the sale of electronics and mobile phones, and it has a dominant position in the apparel sector thanks to its purchase of Myntra. Additionally, Flipkart is the owner of PhonePe, a UPI-based mobile payment platform. Flipkart announced in April 2022 the opening of India's largest fulfilment centre in Haringhata, West Bengal. This is a significant step towards the creation of large-scale entrepreneurship and employment opportunities for millions of sellers, artisans, and employable youth in Eastern India. The technologically advanced facility will support about 20,000 sellers from the state and the North-East region and generate more than 11,000 new job opportunities.

The USP of Flipkart is that it is India's one of the largest e-commerce platforms. Flipkart's mission is "to transform commerce in India through technology."

Revenue :

INR 433.57 billion - FY ending March 30th, 2021 (y-o-y growth of 25%)

INR 346.1 billion - FY ending March 30th, 2020

SWOT Analysis :

The SWOT Analysis for Flipkart is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Internal fleet helps in streamlining deliveries 2.Development of strong in-house brands 3.Exclusive tie-ups with established brands to attract customers 4.Robust line of acquisitions 	<ul style="list-style-type: none"> 1.Desperate to outbid Amazon 2.Limited distribution channel reach
Opportunities	Threats
<ul style="list-style-type: none"> 1.India's growing logistics sector can provide a good ground to highlight its own fleet 2.Leverage the nationwide vibe of 'Make in India' 3.Launch of Video Originals to take on Amazon Prime video 4.Spin Off PhonePe to make it an independent entity 5.Rising demand for online delivery due to Covid-19 6.Boosting entrepreneurship which will in turn propel growth of its own user base 	<ul style="list-style-type: none"> 1.Strong competition in the e-commerce platform 2.Unethical commercial practices

PESTLE Analysis :

The PESTLE Analysis for Flipkart is given below:

<p style="text-align: center;">Political</p> <p>1. Government of India (GOI) to boost rural economy and promote Digital India</p>	<p style="text-align: center;">Economical</p> <p>1. Tightening FDI norms 2. 100% FDI in food retail</p>
<p style="text-align: center;">Social</p> <p>1. Rise in number of online consumers 2. Empowering youth through employment</p>	<p style="text-align: center;">Technological</p> <p>1. Implementation of Data Analytics and Cloud 2. Leveraging AI for smart decisions and location mapping 3. Thriving popularity of digital payments</p>
<p style="text-align: center;">Legal</p> <p>1. Infringement of Intellectual Property (IP) 2. Regulatory changes for protection of online shoppers 3. Unethical commercial practices</p>	<p style="text-align: center;">Environmental</p> <p>1. Promotion of green environment</p>

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