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Final Summer Internship Report on
‘Optimization of Operations Model and Cost Structure’
In partial fulfilment of the requirement of the award of the
degree in Master of Business Administration



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Acknowledgement

The satisfaction and euphoria that accompany the successful completion of any work would be incomplete without mentioning few people who made it possible, whose constant guidance and encouragement crowned my efforts with success.

I sincerely thank, my mentor Prof. MAHESH KC, Institute of Management, Nirma University for providing me with an opportunity to carry out this assignment. I would also like to thank the institute for providing facilities required to conduct this task.

I would also like to thank my organisation guides, Miss. Upassna Bhat whose constant support and guidance enabled me to successfully complete my internship in the organisation.

EXECUTIVE SUMMARY

My internship was with SPORTS365, which is a Direct-to-consumer ecommerce company dealing in sports goods. The company not only does retail sales through their online portal but also does institutional sales. The Project assigned to us was 'Optimization of Current Operations Model and Cost Structure' under this there were three sub projects namely A) Evaluating logistics models of other ecommerce start-ups. B) Finding the right logistics partner for outsourcing delivery across India. C) How the existing business model of Sports365 can be improved by incorporating business model similar to that of prior mentioned companies. For the first project I conduct my research on Rapido and presented the case. For the second project I have maintained a database of the logistics companies in India. In the third project we analysed and made the recommendations that the company should have central warehouse and hybrid logistics system. Certain challenges were faced during the internship due to the remote working. The internship has also helped me in developing my interpersonal and technical knowledge, through this I was successfully able to implement the theory to practical.

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PROFILE OF THE ORGANISATION

Company Name: Sports365

Year of Incorporation: 2012 (9 years old)

About the Company:

Sports365, India's leading sports and fitness business, is the product of the collective collaboration of seasoned sports-passioned marketing specialists, prominent Indian sports stars and experts in the sporting industry.

It is India's first professionally run integrated Sports & Fitness goods company. Sports365 is amalgamation of an experienced professional team, India's best known sporting icons & industry experts to drive sporting revolution in India. Incorporated in 2012, Sports365 operates on a very unique hybrid business model with the mission to become the first port of call for sports & fitness needs of consumers in India.

Sports365's founders come with over 25 years of collective business experience through major companies such as P&G, McKinsey & Co & KPMG, with a deep background in education (NIT's with IIM's). Sports & Fitness icons such as Mahesh Bhupathi, Yuvraj Singh & Lara Dutta support the founding team.

Sports365's journey began in early 2012 when the founding team mapped out the company's first blue prints and the campaign is still on since! Sports365 aims at initiating a sporting revolution in India and becoming the first port of call for individuals and institutions' sport and fitness needs. Sports365 owns and runs numerous online platforms such as Sports365.in, Tennis365.in, Running365.in and several more which are the sports lovers' favorite option in India.

Sports365 also offers one-stop solution to institutions' athletic needs, such as Elite sports teams, clubs & academies, schools & universities, corporates, and many more. Sports equipment, sports product production, creation and delivery, sports facilities, conferences, and consultancy are some of the services provided to organisations.

Sports365 also partners with leading sports & fitness brands inside and outside India to help them harness Indian markets' true potential. Some of Sports365's strategic brand partners include Hero Bikes, Wimbledon, Victor, Mizuno, V22, Lumo and more.

The headquarters of Sports365 are in Bangalore, with branches in Hyderabad, Chennai, Meerut and Jalandhar. The business is powered by a team of over 100 people who have a love for sports

& fitness. Sports365 is also funded by influential US-based investment firms such as Powerhouse Ventures and Zolon Ventures.

Sports365 has taken the pole position in India's sports market in a very short time period since its inception. The business won many awards and was named as one of India's Top 50 start-ups.

The company has one main portal which contains all the goods they sell under the name of Sports365.com and further the company has created a specialty portal for subsegments like for running they have created running365.com, for tennis they have created tennis365.com.

Owner: Chandra Sekhar Reddy, Mahesh Bhupathi, Vishal Gupta.

Vision: Born out of passion for sports, the company's vision is 'to be the first port of call for sports and fitness related needs' for individuals and institutions.

Investors:

1. **Powerhouse Venture:** Powerhouse Ventures is a leading US-based venture capital company focusing on investing in high-growth markets such as India through emerging sectors such as eCommerce, Clean Tech and Healthcare. Powerhouse Ventures has provided Sports365 with funding, advisory and strategic guidance since its early days.



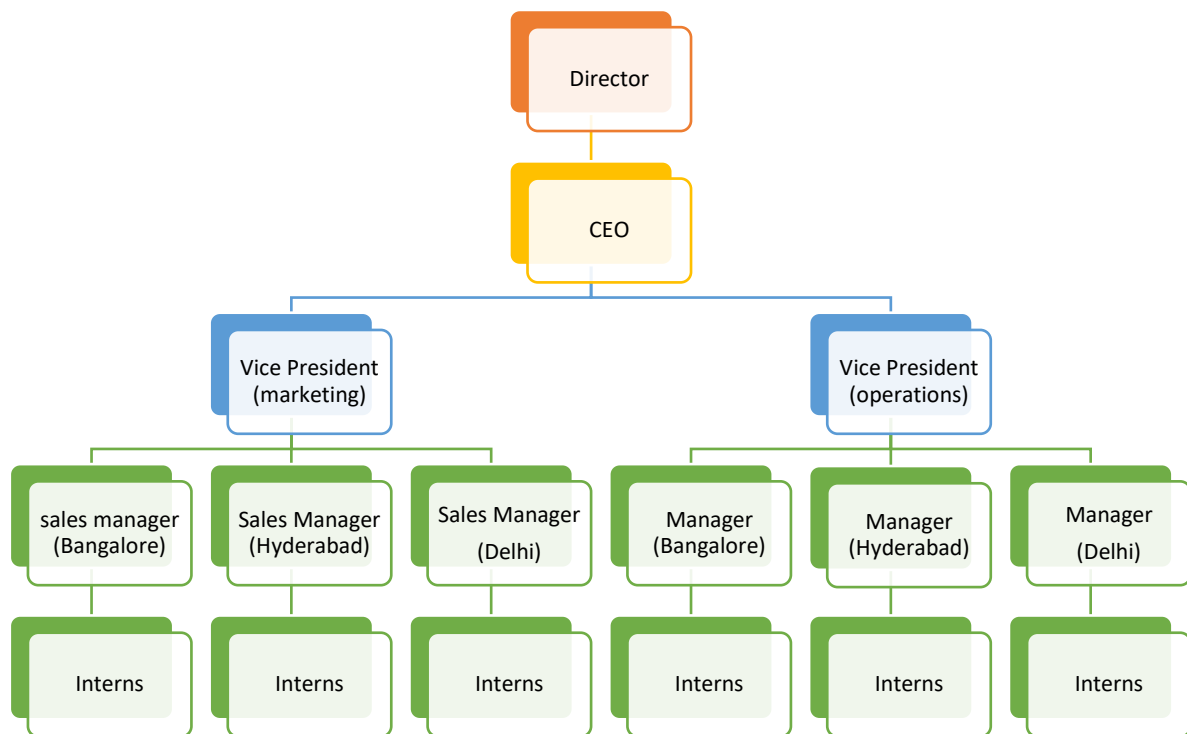
2. **Zolon Ventures:** Zolon Ventures is a leading US-based investment company focusing on investing in high-growth, technology-sector markets like India. Since its early days Zolon Ventures has provided Sports365 with funding, guidance and strategic direction.



Address: B-36, C.M.C. Khata No.128/B-36,(New No. 483 New PID No.082-N.G.E.F Ancillary Industrial Layout Estate, Main Rd, Garudachar Palya, Mahadevapura, Bengaluru, Karnataka 560048.

Markets & business scope: Providing a one stop solution for sports goods for all institutions. Sports365 is an electronic distribution site for merchandise related to sports. India is a rising country where many people aspire to be enthusiastic about sports. Sports365 is not limited to a specific area but has a nationwide reach as an online platform. It sells and delivers goods nationwide. Therefore, we might claim the Sports365 business covers the whole of India.

ORGANISATION STRUCTURE AND MANGEMENT



There are several distribution executives on the ground who are responsible for delivering on schedule. are also educated on how to communicate with the consumers when distributing the items.



GROWTH STORY AND STRATEGIC FRAMEWORK OF THE COMPANY

Analysis of Growth Pattern

The company started with very little seed capital and at the beginning the initial objective was very clear: to use the available capital in the most effective and efficient way and at the same time they were very clear about the company's long-term goals, that is, conquering the sports market in India. Today, the culture of the organization of the company is based on the core team leading the specific department.

Value System

Sports365 works through 3 different portals such as tennis365, Running365 and Badminton365. The organization has links with the best brands in these sports, so the end customer only has top quality products.

The just-in-time approach to the sport365 company's business is that they don't rely heavily on stockpiling, but that they approach suppliers directly every time they receive an order from a customer.

Achievements: Founded in the year 2012 Sports365 has been able to manage a setup as an emerging start-up in the industry. These are the following few achievement of the of organization.

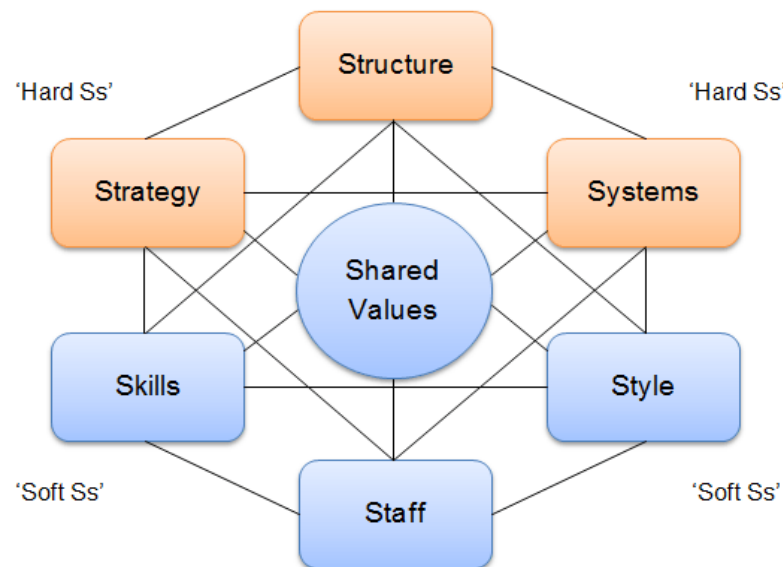
- In the year 2015 is was able to raise funding of Rs 7 crore from US based IT' company.
- Till now its has been successfully able to tie up with more than 300 institution like schools etc. in Banglore and Hyderabad.
- The brands nowadays is also supported by big soprts icons like Mahesh Bhupathi, Yuvraj Singh and Deepika Pallikal.

Comparison with similar players in the industry: E-retailers sports equipment industry in India is very large and yet to be properly penetrated not like the particular E-commerce industry which has been able to reach till tier 4 & tier 5 cities as well as the rural market in Indian economy.

Sports365 faces competition with some of the other start-ups like khelmart.com, Sporting8.com etc. These websites are those in which sports equipment of almost all the types are available not like the other players in the market www.onlicecricgear.com etc. where equipment of one particular sports are only available.

Note: Big ecommerce company like Flipkart, amazon, shop clues, and some other giants are not included because these also deals with other category of goods also they are unlike sports365 which are focused on one type.

- More brand on boards: As compare to the other companies in the market sports 365 has tie with the greatest number of brands than any other company.
- Wider product offering: Sports365 has also more wide range of product to be offer to the customers as well as the schools and other institution with which it has tie ups for example: Sports365 also offers technological equipment that are needed for the practice sessions. Such equipment are not available on the websites of its competitors.
- Institutional customer base: One thing which is very unique with sports365 is that it not only depends on individual customers for its revenue but also institution like schools and sports clubs also contribute in its revenue.



The main intention to start this venture was to serve the under-served and highly unsaturated sports and fitness industry market. Creator Aashutosh Chaudhari wanted to take advantage of his love for sports to become an entrepreneur, so he considered sports & fitness to be the perfect part. Until today, the company focuses on the idea of filling the gap in industry by serving the needs of individuals and institutions related to sports and fitness. And their plan and ambitions to support this sector are also clear. The strategy is to take the majority market share in this space.

Understanding Mckinsey 7s model, to know 7s of sports365 are align with strategy and goals. Soft Ss includes Skills, Staff, Style and Hard Ss include Strategy, Structure and systems. 7th S is shared value.

Shared Values -

Values to meet the Rs.1000 Crore sales goal in the years to come. The organization constantly refers to individuals and institutions as "First port of call for sports and fitness related needs." Any person affiliated with the company believes and works accordingly in the above-mentioned argument. The values of sharing to make work easier. Employees, staff, supervisors and interns respect collaboration and have faith in each other. Those values are always shared and cultivated as new employees or interns join the company.

Strategy:

The strategy to build **hybrid business model**. To be called as an e-commerce and institutional engagement model category specialist. They connect to communities and aggregate user base at different academics, colleges / schools, corporate, fitness centre etc. At the grass root stage, the association strives tirelessly to communicate with sports and fitness lovers and fosters the spirit through positive on-site engagement.

Their 2nd most important strategy is to build and keep the **Team's DNA**. For this organization, the competitive advantage is its team that includes highly qualified people, players and athletes. Whenever team works with clients, there is a demonstrated love for sports.

Structure

The organization has a well-structured hierarchy, starting from the employees at the lower level to the Executive. Also the information process is well established and the workers follow the instructions honestly. Management has been given some degree of autonomy in decision-making but is supposed to report any developments to their immediate superior. This procedure guarantees the maintenance of a safe system of contact and activities.

Systems

Company firmly believes in supporting and satisfying customers. They have formal systems which require brands and good quality products or sports equipment. They have proper distribution systems in place to deliver on time to their products. Group maintains new market growth and Merger & Acquisitions programs.

Skills:

All the members and employees or interns are athletes along with top management skills. Company claims that a good sportsman is always inspired to work with sales and revenue. Sportsmanship demonstrates success. But, in fact the organization recruits' people who are fantastic at certain games. Fitness freak and badminton player is co-founder. COO is an IIM-L alum who has served

we top corporations including P&G, McKinsey. He is player in tennis. All other managers and colleagues are either star cricket players or volley ball players or swimmers etc. These common skills help keep the team motivated and allow the success to be celebrated together.

Style:

The leadership style that is adopted by enterprise Increases motivation by feedback, games and raises among interns and team players. Employees are permitted to take decisions and take part in decision making processes. In company, the working environment is always motivating and on high. Working hours are flexible. Business has a cooperative form of management and a belief in sport as tradition.

Staff:

Staff work upon customer satisfaction and helping company to achieve its goals. Company provides better promotions and career opportunities for their staff. They are given financial rewards as and when they achieve or convert best customers/institution for company.

As of now, 7 factors are aligned properly.

Now, company want to start the new products segment with project names school365. This project will work on same model as sports 365, but products will change. The end user might change. Company already have huge data for schools and institution where they provide sports equipment. Now company want to provide uniform, water-bottle, lunchboxes, bags along with sports equipment. For this project strategy, System, shared value, structure, style will remain same but staff, skills required will change. So now company is working on these parameters trying to connect different vendors and dealers who can provide these materials.

Covid Impact

The corona virus pandemic brought the company's business to standstill. The company primarily deals in sports equipment and the lockdown announced made sporting activities impossible to happen. The Indian houses are small and the hence the equipment cannot be used in the Indian houses for different sports activities.

Now as the lockdown restrictions are lifting up and things are coming back to normal, the market has opened up for the company and it can resume its activities. Also the lockdown and pandemic made the people realize the importance of a healthy lifestyle and hence this sentiments within the population opens up a new opportunity for the company and it is expected that the company will have higher sales then it had before the pandemic.

PORTER'S 5 FORCES MODEL

Bargaining power of buyers: Customers tend to have a very low switching cost. The availability of information about products and the prices have made the customers very selective in case of online purchase. The increased number of options has increased the bargaining power of the customers. They can easily compare the price on different website.

Bargaining power of suppliers: Company have a low switching cost; this in turn reduces the bargaining power of the suppliers. They generally have multiple suppliers just to reduce their reliability on a single supplier.

Competitive Rivalry: Major competitor in the market is decathlon, amazon, flipchart which also deliver products online. Decathlon is the leading market player in the e retail of sports equipment. Amazon and flipkart offers product of other sector also and they have a renowned name in ecommerce industry so they offer high competition.

Threat of new entrants: The barrier to enter in the market is too low. Nowadays everything is going digital and govt. is also supporting ecommerce business. Main problem is to develop a strong supply chain and to maintain effective logistics.

Threat of substitute products: Threat of substitute product is low in sports industry. As sports enthusiast are loyal to one brand's product. They have developed the confidence and trust over that product. Quality is very important in sports goods as it resist injuries

THE INDIAN SPORTS AND FITNESS GOODS INDUSTRY

About:

The Indian market for sports and fitness products in 2017 reached 3,314 million US dollars. According to forecasts, by 2023, the market value will reach 5,565 million US dollars with a compound annual rate of 9.0% in 2018-2023.

Sport is considered an important part of a person's overall growth. As a result, numerous schools, colleges, and other government agencies in India encourage students to choose physical education and other classes. Furthermore, a growing understanding of personal health among the Indian population has led them to attend health clubs and gyms or to actively participate in various sports. In addition to this, they also participate in non-traditional gym classes like zumba, kickboxing, and aerobics. The growing interest in this type of activity has intensified the expansion of gyms in the region, which, in turn, accelerated the growth of the market.

India represents a large customer base for sporting goods. India's population in 2019 was approximately 1.3 billion people, equivalent to approximately 18% of the total world population. Furthermore, a significant proportion of its current population is represented by the younger generation (the 15-29 age group represents more than a quarter of the total population of India), which is the target consumer base for goods for sports and fitness.

Breakup by Product Type:

The Indian sports and fitness goods industry was categorized into balls, adventure sports, fitness products, and golf products based on product category. Among these, balls represent the largest product segment.

Breakup by Fitness Goods:

The market has also been bifurcated on the basis of fitness goods into cardiovascular and strength training goods.

Breakup by Cardiovascular Equipment:

On the basis of cardiovascular equipment, the market has been categorized into treadmill, stationary bike, rowing machine and elliptical.

Breakup by End-Use:

Based on the end-use, the report has segmented the market into health clubs and gyms; home consumers; hotels and corporate offices; hospitals, medical centers and public institutions.

Regional Insights:

On a geographical front, the market has been segmented into North India, West and Central India, South India and East India

Economic policies by Indian govt. for sports:

The Sports Authority of India, set up under the Ministry of Youth Affairs and Sports and the sport-specific national sports federation oversee this program.

Key features of the program are:

- A pan-India program to provide 1,000 young athletes with an annual scholarship of \$ 7,350 (Rs 500,000) for eight years
- Fund 20 universities across the country to promote excellence in sport while pursuing their education level
- Provide college and university students with maximum access to organized sports.
- National boost to physical activity to measure and support activities related to physical activity for 200 million school-age children
- Establishment and use of open gyms in public parks
- Use technologies such as mobile applications to promote sport and reach young people in rural or disadvantaged areas of the country; and,
- A national talent search portal established for talent identification and management under the Indian Sports Authority.

PRODUCTS AND SERVICES

The company's offered products include various sporting equipment on their platform required by every major sport. Besides this, they also plan to launch two new products, named GOL and SCOULA. GOL is just like jockey, their sporty brand of apparel. The platform also has unique domains such as Running365, Tennis365, and so on to give the users a much more customized experience.

Range: The Organization sells a wide range of athletic gear. It has an array of products ranging from low cost (for regular use) and high cost professional products too. Therefore, they sell a wide variety of products that is around more than 8000 tennis, badminton, squash, table-tennis, cricket, football, basketball, hockey, volleyball, swimming, yoga and fitness equipment products.

Positioning: Sports and fitness specialist

Distribution Structure- Sports365 being an online sports equipment platform has no retail stores. Customers place an online order and deliver the products at their doorsteps. They deliver throughout India.

Brands Owned- Sports365 is an online retail platform for selling good but they also have their own brands. They own two brands i.e. GOL and SCOULA which are still in infancy stage.

Pricing: Medium range. The price of the products is approximately same as that of their competitors.

Segmentation- Sports365 caters to the section of the society which is inclined towards sports.

Company's Competitors: Decathlon, Nivia, Jockey, Columbia, HRX , Prolin & Kappa are some of its competitors.

Financial Performance: The start-up kicked off its operations in 2012 after the founders raised a capital of around Rs. 1 crore with the help from few family members and friends. The company initially focused on capital efficiency while choosing to make a small compromise on the growth of size of its business. In the very first year of its operation, the company was able to generate Rs. 4.6 crore in revenue. In 2014 – 2015, Sports365 managed to grow its revenue to Rs. 14.5 crore.

The company witnessed two investment cycles; the first took place in 2014 for \$ 200,000 from Powerhouse Ventures, while the second took place in 2015, when Powerhouse Ventures and Zolon Ventures invested \$ 1 million.

PROJECT

Purpose: To understand company's current operations system and identify scope of improvement, optimization and cost reduction

About the Project:

Project assigned is Optimization of Current Operations Model and Cost Structure. We Interns have been assigned a total of three sub projects under this, projects to be worked on collectively in a team of four. Following are the projects assigned:

1. Evaluating logistics models of other ecommerce startups like Zomato, Swiggy, Groffers, Rapido & Dunzo.

In this project we were supposed to learn the various aspects of the companies like Business model, Flow of operation, Pricing of the Logistics, Costing of the logistics and Payment plan to delivery partners

2. Finding the right logistics partner for outsourcing delivery across India.

In this project we are supposed to build a database of potential logistics partners for Sports365 and reach out to them. Understand their pricing structure and footprint across India.

3. How the existing business model of Sports365 can be improved by incorporating business model similar to that of prior mentioned companies.

In this project we are supposed to come up with a solution as to how the existing business model could be improved by using the right logistics partner and implementing some positives from the businesses studied earlier

ACTIVITIES CONDUCTED

Sub project 1

We started working on the first project i.e., “Evaluating logistics models of other ecommerce startups like Zomato, Swiggy, Groffers, Rapido & Dunzo” from 4th May, 2021. We first did preliminary research to understand the key point fulfilling the objectives of the research. Following were the points that we found holds significance:

- a) Business model
- b) Flow of operations
- c) Pricing and costing of the logistics and payment structure of the companies.
- d) Mapping the facility/Distribution network
- e) Hiring at different levels
- f) Return Policies
- g) How each company deals with order cancellation at each stage of the delivery
- h) Job appointment to the delivery persons
- i) Revenue model of each business
- j) How has the pandemic affected the business?

I worked on Rapido. This is a two-wheeler ride hailing company. To find answers to above questions I looked at the resources available on the internet. From there I gathered information about their flow business model, flow of operations, pricing and revenue model, conditions of working with the company, what advantages and disadvantages does the company have. The information collected is written below.

Business model

Rapido is a Bengaluru based start-up which provide two-wheeler taxis. Rapido is founded in 2015 by CEO Aravind Sanka. Rapido is basically a mobile application which help user to find and book for two-wheeler taxis. The app allows its users to book a ride after which a rider known as captain would arrive at the user's location. The fare of each ride depends upon how many kilometres the user has to go to. The one's those who want to perform as captains, they have to register themselves through the Rapido captain app and get validated by submitting the required documents as mentioned above. Captains can use anything like scooters or motorcycles. Anyone with a two-wheeler licence, a two-wheeler, RC book and vehicle insurance can register themselves as a Rapido Captain. The condition is that the vehicles have to be a two-wheeler and can't be much older than 2010. The company also issues shower caps and helmets to all its

Captains and customers and puts great emphasis on road safety rules and regulations. Rapido also provide insurance on all your rides fares at reasonable price.

Flow of operations

On the commuter-side, Rapido works like any other taxi-booking app. To book a ride, users have to sign up and enter pickup and destination points. Once the booking is confirmed, the name, photo, and bike number of the Captain is shared with them. Commuters can book Rapido rides between 6 am and midnight.

On the bike owner side after completing the documentations the owner can start working immediately. The company offers part time as well as full time opportunities. The company charges a fix percentage of commission from the owner on the fare collected. The fare is determined by the company on their fixed criteria. Moreover the company sets certain targets and on completion of those the bike owner gets an additional monetary incentive.

Pricing and Revenue Model

The company charges 20% of the fare collected as commission from the bike owners. The other mode of revenue is the commission on the logistics services that it provides to other companies.

The company has two different pricing. One is for the passengers and other is for the within city parcel service. For the passenger service minimum fare is ₹20 and base fare is ₹15. The company charges additional ₹3 per km and ₹.75 for every minute of travel. For parcel service it has base fare and minimum fare of ₹30 (up to 2kms) and then for every km after 2km it charges ₹12.5 per km.

Besides this company during the peak hours set targets for bike owner. On completion of these targets the earn additional income. The reward on completion of target varies from ₹100-₹500. The company settles its account with bike owners on a daily basis.

Conditions of Work

There is no condition on minimum working hours or minimum number of rides for bike owners. Accepting the ride or not is also on discretion of the bike owner. Though in the contract there are certain clauses that limit the liability of the company in various cases and scenario.

Advantages and Disadvantages to The Company

Rapido was the one of the first company to provide two-wheeler ride hailing service.

Due to its cheap price, it can cater to large portion of population.

Due to first mover advantage, it has created a brand name in 2-wheeler taxi service.

Company can only provide service in metro city; it cannot provide inter-state service.

It cannot cater to the need of group passengers.

Sub Project 2

We have started working on the second project i.e. finding the right logistics partner for the company to outsource delivery. Here we were supposed to look for potential delivery partners who can tie up with Sports365 for delivering their goods across India. Following are the parameters to be considered while selecting the right delivery partner

- a.** Pricing Structure
- b.** Outreach across India
- c.** How do they work/function
- d.** Estimated turnaround time for each delivery
- e.** Other Factors (Modes of transport used, Rate applied on what basis, Willingness to negotiate in return of a long-term relationship)

Finding the right logistics partner for the company to outsource delivery in North India:

- a.** For the first activity mentioned above, I first built and maintained a database of all the Transport companies in the area assigned to me keeping in mind the parameters mentioned above.
- b.** Then I checked their websites (If any) to understand their nature of business and get relevant insights about the business.
- c.** Finally, I reached out to them via phone call/LinkedIn/Email
- d.** The data was recorded for further analysis.

Sub Project 3

The other team mates worked on other companies like Swiggy, Zomato, and Big Basket. After analysis of company's current operation and logistics model, model of different companies in Direct-to-Consumer segment and the data base of the logistics providing we made recommendations to the company which is discussed below.

Recommendations

1. Hiring of fulfillment agency

Company can hire fulfillment agency for fast moving products which will stock, pack and deliver the goods on behalf of the company. Through this company can reduce the investment in warehousing and human resource. For slow moving products company can have its own one small warehouse and hire logistics partner for delivery of the goods.

2. One centralized warehouse

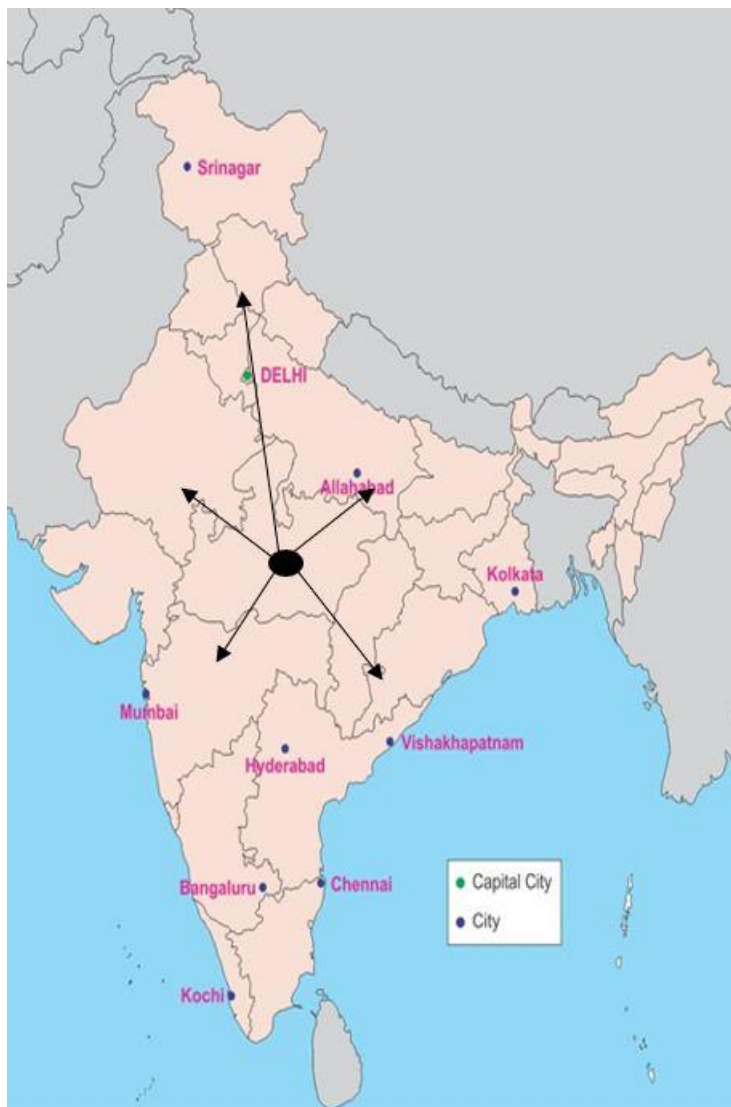
Currently the company has three warehouses in Delhi, Bangalore and Hyderabad. All three locations also have company's office. We suggest the company should have one warehouse in the central location of the country. The proposed warehouse will fulfill orders in three ways.

- A) For the orders of Delhi, Bangalore and Hyderabad the warehouse will send goods to the regional office and from there the delivery partners will deliver the goods.



(Map is taken from <https://www.mapsofindia.com/> and has been modified for explanation of the illustration)

- B) For orders other than the above stated three cities or the order which cannot be fulfilled through regional offices, the warehouse will pack and dispatch the goods to the logistics partner who will then deliver the goods to the customers.
- C) For B2B order or bulk order the warehouse can directly send the goods to the customer by hiring a truck.



(Map is taken from <https://www.mapsofindia.com/> and has been modified for explanation of the illustration)

The delivery model for the products which are directly dispatched by our vendors there will be no change.

CHALLENGES FACED

- A. When I reached out to Rapido employees, they were hesitant toward sharing the inside information. Which is obvious and understood.
- B. Talking to the Delivery partners was also a challenge as I had to step outside to interact with them.
- C. Due to remote working I miss out on the chance to understand professional cultures, subtle behavioral norms, ways of communicating, and interacting with other people.
- D. Remote working also effected the development of my soft skills and network.
- E. Another challenge which we faced was that we could not practically test our recommendations and check their viability.
- F. The work in internship was more of qualitative research than quantitative research.
- G. No other challenges were faced.

LEARNINGS FROM THE INTERNSHIP

From the first project we got to learn about the various aspects of some ecommerce startups like Zomato, Swiggy, Groffers, Rapido & Dunzo. Following are the learnings from the same, Business model, Flow of operations, Pricing and costing of the logistics and payment structure of the companies, Mapping the facility/Distribution network, Hiring at different levels, Return Policies, How each company deals with order cancellation at each stage of the delivery, Job appointment to the delivery persons, Revenue model of each business, How has the pandemic affected the business, Areas where cost cutting is being done to improve profits of the business

In the second sub project we understood that how logistics sector works. We inferred that the local logistics companies work in a different way and the modern logistics company work in different ways. The secondary research work also helped me learn how we can find informative content on internet and how to use keywords for search which enhances the results.

The internship also helped me in improving my personal skills. Through this internship I was able to learn the importance of initiative and how team culture and relationships can be improved through this. Due to the virtual mode, I took initiative of organising the work and communicating it with the mentor on behalf of the team, this also helped me understand others prospective towards work and importance of communication. The supervisor provided me with a deep understanding of how to perform my supervisor's duties in the future and also gave me feedback, due to the friendly work culture and understanding within the company I never felt burdened during the internship. Furthermore, by taking initiative, I know what motivates me to work and which ones do not. Therefore, this type of personal experience will help me better understand my subordinates. My course in communication, organisational behaviour and Industry Analysis helped me most during this internship.

The internship also helped me in getting insights about the corporate world and has helped me decide my future career path. With this internship I am confident that I can build a career in Logistics and Supply Chain Management.

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