



E-Commerce Implementation for a Multi-Format Retailer

For a Leading Retail Store Chain in India

With around 120 stores across 35 locations, the retail grocery brand is among the earliest players to enter the retail space in India, and are known to have introduced Indian consumers to organized retail. They provide an extensive range of high quality products across categories like personal care, home care, fashion, food, electrical appliances and electronics to its customers. They work on the 'Food First' format and have a revenue of ₹20 Billion

Behind the Scenes

Automated inventory control, especially in case of grocery stores is vital to the bottom line. Both over stocking or under stocking can be detrimental since deliverables include everyday consumables and perishable items.

Unlike ecommerce stores where items can be summoned from warehouses located in far-off areas, grocery stores need to have fulfillment centers nearby. This aspect completely alters the workflow and fulfillment model of grocery stores in comparison to ecommerce stores.

1 Strategy and Objectives

The organization wanted to deliver items and offer fulfillment in all its locations. To enable online grocery shopping in neighborhood areas, they needed their stores to act as a mini warehouse for the consumer. That's because the sale and delivery of food was dependent on perishability or freshness. They needed an ecommerce application which could ensure that a particular order goes to a particular zone area. They wanted to:

- **Efficiently handle volumes due to a large number of stores**
- **Automate store inventory, price and promotions assortment notifications**
- **Make the delivery process quick and flexible**

2 Value Chain

The organization needed a model which could ascertain where the order is being placed from, ensure accuracy in delivery and fulfillment. To enable such an omnichannel customer experience, the promotion management module required flexibility to match with offline store promotions. So, promotional messages and cart behavior needed to correspond with offline store behavior as well. The organization wanted:

- Increase in their ROI
- Boost in Scalability
- Low cost of ownership
- To centrally manage their software

3 Enablers

We created a complete blueprint of their architecture. We analyzed how their scalability could be increased, ROI could be boosted, while dealing with all the complexity of their operations. The solution made sure that location wasn't a constraint, cost of ownership was low and software could be centrally managed. We ensured:

- Lean system architecture
- Integration of inventory, price & promotions updates with SAP system, with the ecommerce system
- Predefined product templates and expanded assortments to include loose articles sales set, bundled and concessionaire products
- Mechanism for flexible delivery based on product, orders and customer requirements
- End-to-end integration of promotional messaging for online and offline

4 Digital Capital Delivered

The organization wanted to enable retailers, so they can use the app without much of IT knowledge. Also, since delivery partners are different in different locations, integration points may be dynamic. However, the website must be equipped to know where the customer is logging from and must show their delivery status. While delivering the architecture, we made sure that:



Geo location factors were kept in mind



year on year expected growth was 20%



Ease of category management was taken into account



Scalability to handle more than 70 online stores and 100,000 active customers was enhanced

ABOUT US

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

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