

St. Mira's College for Girls
(Autonomous-Affiliated to Savitribai Phule Pune University)

Subject: E-Commerce - M Com

Subject Code: CMAJCEC123529 (Major Mandatory+2)


Semester: I

Year: 2023-24

Unit 2: Skill Development, Employability and Entrepreneurship

Assignment 1

Title: Interpret and Analyse the E-commerce Business



Objectives

- To understand the strategies adopted by the E-commerce business
- To analyse the challenges that these E-commerce businesses face
- To offer suggestions for overcoming the difficulties faced by the E-commerce business

Introduction of the company

Analysis of the case

Despite being a great business idea, FirstCry faces a lot of problems in reality, which are as follows:

- Competition from other e-commerce platforms is one of the main issues FirstCry is dealing with in India. The Indian market is overrun with numerous e-commerce behemoths like Amazon, Flipkart, and Myntra, which provide a vast selection of goods for mothers and children. In order to compete,
- The low e-commerce penetration in tier 2 and tier 3 cities is another issue FirstCry is having in India. Although e-commerce is being adopted quickly in metro areas, smaller towns and cities are lagging behind because they have less access to the internet and less faith in online transactions. FirstCry should invest in an offline presence by opening physical stores in tier 2 and tier 3 cities in order to get around this.
- Another difficulty for FirstCry in India is managing logistics and the supply chain. Due to the size of the nation's territory, shipping goods to outlying areas can be difficult and time-consuming. To ensure on-time deliveries,
- Any e-commerce company must be able to deliver goods to customers quickly and effectively. FirstCry may encounter difficulties in ensuring seamless and timely deliveries, particularly in remote areas.

Suggestions and Conclusion

1. FirstCry should concentrate on the baby and mother care niche market and make



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Suggestions and Conclusion

1. FirstCry should concentrate on the baby and mother care niche market and make sure to provide exclusive and one-of-a-kind products that are difficult to find on other platforms. Additionally, it needs to step up its marketing initiatives to build brand recognition and set itself apart from the competition.
2. Firstcry may also take into account launching private labels or collaborating with regional artisans to offer one-of-a-kind, handcrafted goods, providing customers with more options and exclusivity.
3. Firstcry can optimise their inventory levels and lessen the likelihood that they will run out of stock by implementing cutting-edge inventory management software. By doing so, you can raise customer satisfaction and prevent revenue decline.
4. Firstcry can manage customer questions and complaints by investing in technology and customer service training. The prompt and satisfactory resolution of customer issues can be ensured by putting in place a dedicated customer support team.
5. By working with reputable logistics partners, Firstcry can increase the speed of deliveries and reach more remote locations. Delivery on time can be ensured by

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