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

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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