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## Slideshare

The problem which flipkart has solved( Logistics) is a commodity and can easily be replicated. I am assuming that flipkart doesn't have any IPR or patent ( In fact the founders having worked with Amazon earlier might have exploited Amazon's IPR ). The

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customers quickly  
switch to Amazon.  
Finally, Flipkart is sold  
for a small amount to  
Amazon.

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Amazon vs Flipkart 1.  
Amazon's Campaign  
Amazon India named  
the campaign as the  
Great Indian Festive

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Sale, with the hashtag #?AmazonFestiveSale. They used different hash tags for every day, such as #AmazonSaleDay2, #AmazonSaleDay3. These days were backed by two contests.

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a market place model

while Amazon is an

inventory and

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Flipkart has 1706 SKUs (Stock Keeping Unit) in stock and 4172 offers while Amazon has 1535 SKUs in stock and 2244 offers. Page 7/24

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market was worth  
about \$3.8 Billion in  
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2244 offers under  
1535 SKUs. Each  
SKU can have  
multiple offers under it  
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we have considered  
different color variants  
of the same product  
as single SKU.

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Flipkart is leading with 47.1% when compared to Flipkart, which is having 40% of respondent's interest. And rest of e-commerce sites are not even in the reach of Flipkart and Amazon. It clearly proves that Flipkart and Amazon are leading e-commerce market in India. 26.

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amazon & flipkart  
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In May 2014, Flipkart received \$210 million from DST Global and in July it raised \$1 billion led by existing investors Tiger Global and South Africa's media group Naspers. Flipkart was founded

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Flipkart by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology of Delhi. They had been working for Amazon previously.

Satya  
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Flipkart in India but outside India the enormity of Amazon and the fact that it carries nearly unlimited resources propelled Flipkart to think on its feet and impelled it to start exploring beyond the e-commerce area.

Amazon India vs  
Flipkart: A Move from

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E-Commerce to Retail

Slideshow

11. Which online store has a better product display & description?

As per survey, the

Both Flipkart &

Amazon have good

product visibility &

detailed description

(like price, discount &

offers, pictures, feel,

specifications,

dimensions, contents

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of package, etc.) But, Flipkart has a slight edge over Amazon.  
39. 39 Jubin James  
12.

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behaviour towards  
Online Retail: Flipkart  
...

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years, Flipkart  
focused on online

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sales of books.

Today, Flipkart is amongst the top 20 Indian Web sites and has been credited with being India's largest online bookseller with over 11 million titles on offer.

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“Flipkart continues to

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be bigger than Amazon in terms of revenue (\$3.8 Bn vs \$3.2 Bn), although Amazon is catching up quickly and continues to grow much faster (82% vs 47%),” the report said. Its...

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India: Who Won The  
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While Amazon was founded by Jeff Bezos, Flipkart was founded by Binny Bansal and Sachin Bansal. Date founded; Amazon was founded in 1994 in Seattle, Washington. On the other hand, Flipkart was founded in 2007 in India. Company type; While Amazon is a public listed

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Flipkart, Flipkart is a private listed company.

Headquarters; The headquarters for Amazon is in Seattle, Washington.

Difference Between Amazon and Flipkart | Difference Between Link for seller registration on Amazon <https://servic>

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