

Challenges Facing E–Commerce: A Case Study of Amazon vs Snapdeal

Surbhi Gambhir#1

#1Research Scholar, School of Management, G D Goenka University
Sohna Road, Gurugram, Haryana, India

Abstract - Information technology has transfigured the way people used to work . In a lively business environment which is characterised by exceptional competition and ever changing consumer's behaviour, attracting, satisfying and retaining the consumers is of great importance for every company. The biggest advantage offered by internet is the advent of e-commerce or online shopping, by leaving the traditional age behind many producers and service providers are entering into the wave of internet. E-commerce players like Amazon, Snapdeal, Flipkart, Limeroad and many more allows you to purchase anything at a reasonable price at a mere click or touch of your finger. Logistics service serves as the key differentiator.

Keywords – Amazon, Snapdeal, Internet, Online Shopping.

I. INTRODUCTION

As the new era of technological revolution is taking place, many brick and mortar has left the traditional age and had joined the new wave known as the digital wave. This digital wave got its spark in the year 1991 with the advent of e-commerce. The year 1991 had marked a new chapter in the history of digital world, where e-commerce became a hot choice amongst the users of internet. The establishment of very large number of dot.com business during the second half of the 1990's made high aspirations to be attached in this technology. Initially it started with online booking of tickets, then the introduction of low cost airline came up, followed by the Deep Discounted Model of Flipkart in 2007. This was the time when online shopping was relaunched in India and got popularity. It had taught the world the new ways of managing and conducting business through its abstract changes. Internet and logistics are the key drivers of this wave; they are crucial to manage the change and are one of the distinguished features of this digital age.

II. ORIGIN & GROTH OF E-COMMERCE

The new information technological era witnessed a digital economy; it has metamorphosed the way people work. By balancing multiple online transactions and information tools via internet, a large number of

companies innovated the system of taking customers order, payments, giving them after sales services and collecting their feedback. These activities are collectively called as e-commerce. Study by Mostaghel (2006), defines e-commerce as, "The sharing of business information, maintaining business relationships and conducting business transactions by means of telecommunications network". It is an online platform for attracting the customer, administering sale and purchase transaction giving 24*7 customer support and post purchase services at the last the feedback data from the customers.

In its early stage, online shopping was merely a medium of shopping with fewer options, the user can only place an order and pay for it at the time of delivery, but in the last few years, this field has revolutionised the way customers used to purchase and as a result has fascinated many customers. According to PwC TechWorld report, "E-commerce players are revamping their technology strategies to maintain their competitive edge. Most e-commerce platforms are upping their investments in areas such as conversational commerce, artificial intelligence (AI), virtual reality (VR)/augmented reality (AR) and analytics technologies". According to McKinsey & Company, "the market is not just large, it is also highly dynamic, with growth rates in 2015 ranging between 7 and 10 percent in mature markets, such as Germany or the US, and almost 300 percent in developing markets such as India. It has almost become a trend and this particular reason is attracting sellers with new and exclusive goods and services to be offered and customers with ease of purchase to be purchased. India, despite being a developing country, has shown an incredible increase in e-commerce adaption; hitting the market with a boom. Higher and growing standards of living, busy life styles, lack of time, more number of online sites, internet as a preferred medium of communication all these somehow has added to the increased significance of e-commerce. It has progressed over the years from online bill boards to an aggregate of functional and personalised way of shopping, although the journey of e-commerce was not creamy sailing around, the holiday shopping season 1994-2004, was full of stumbling blocks and

milestones but today the multiplying popularity and smooth journey of e-commerce can be seen by the ever expanding size of e-commerce users. India has the second largest user base in the world i.e. around '450 million as of July 2017, 40% of the population, IAMAI report. According to statistic, the Indian e-commerce market worth ₹ 12.91 billion dollar in 2015 which rose to 16.08 billion dollar in 2016. Electronics and apparel are found to be the biggest genre in terms of sales and about 70% of the Indian online market is based on travel.

III. MARKET SIZE AND GROWTH OF E-COMMERCE IN INDIA

According to Statista, sales through online medium were 2.2% of the total retail sales, for which Amazon comes to be the leading online store. Athira A Nair, February 2017, yourstory.com, India growing fastest in e-commerce said, "with \$681 billion in online retail sales in 2016, China is the largest market for e-commerce globally, followed by the US, and the fastest growing one is India." It was worth about \$ 3.9 billion in 2009, which further increased to 12.6 billion in 2013. Some studies conducted on e-commerce says that it can approximately reach ₹ 211005 crores by December 2016, Internet and Mobile association of India, where as Indian Institute of E-commerce says that India will approximately generate a revenue of ₹ 100 billion by 2020 out of which \$35 billion may come from fashion e-commerce. Flipkart, Amazon India, Snapdeal and Paytm were considered as the largest e-commerce companies in India

IV. HISTORY AND GROWTH OF E-COMMERCE PLAYERS

A. Amazon

It would be unfair to talk about online shopping without these e-commerce players they serve as those strong pillars on the shoulders of which e-commerce stands. These online companies have managed to add flavours and colours in the lives of the masses.

Amazon is an international electronic commerce company based in Seattle city, Washington. It is instituted by Jeff Bezos in 1994. The site went online in 1995 as Amazon.com. By this time Amazon had a massive database organised on digital alpha servers. The company rekindled its entire system of working in the year 2000. It has the largest internet base in the world in terms of total sales and market capitalisation. Amazon initially started as an online book store which soon got branch out into selling dvds, cds, video games, electronic items, furniture, apparel, jewellery and has recently put its hand in whole food, a grocery store, located throughout the US for about ₹ 13.7 crores. The company has its separate websites for different countries for instance- France, Canada,

Germany, Australia, Spain, Italy, Brazil, Japan, India, China, Mexico, United Kingdom Ireland and Netherlands. Amazon was the mobile app which was mostly used by millennials in 2017 (35% users) (source: business insider).

B. Snapdeal

It is an Indian electronic commerce company based in New Delhi. It was commenced by kunl Bahl and Rohit Bnsal in 2010, February. It was initially started as a daily deal platform but later amplified into an online market place in 2011. It offers around 10 million products to over 100,000 sellers, shipping approximately 5000 towns and cities in India, JOSIC digital intelligence. It initially started with an offline coupon business which the company named as money saver, the time to take business to another level was made when 15000 coupons were sold in three months and then inspired and motivated by the success of Alibaba. Com, a market place was opened which was named as Sanpdeal. The company works on the approach BHAG which means run; surprisingly the team sets higher goals and ten strive to achieve them with all the efforts and innovation.

C. Business model

Be it a startup or a fully established market player, a business model is of core important to every organisation. It is a managerial function which determines a company's decision of winning edge over its competitors. It considers a string of product offered starting from structure of product to the flow of information followed by activities involved and sources of revenue. In this rapidly evolving business environment, only a clever and flexible business model can assist a firm to survive. The known e-commerce player Amazon uses a market place business model. To gain access in the Indian market Amazon started with the introduction of Junglee.com in 2012 and entered the Indian market, enabling third party sellers to take control of the customers. The biggest advantage of using market place model is that a firm need not to hold any inventory and hence need not to obey with FDI norms. Amazon is a wide spread market place with its reach in many countries, It includes websites such as amazon.com, amazon.co.jp, amazon.de, amazon.co.uk and amazon.in. The company initially started with selling books online and soon diversified into a market place having sundry moving parts. It maintains stock and sells products with a mark-up directly through its online store and also bestows way to a third party retailer by charging commission. It also provides subscriptions based model i.e. the Amazon Prime service; finally the cloud infrastructure to the enterprise's customers is also offered. The company's

mission is "to be the earth's most customer-centric company". Bezos, the founder believes that if the company increases revenue, the inventory will take care of itself.

Snapdeal, a virtual online retailer also uses market place business model that is it does not sell or stock inventory itself but has more than 10000 sellers being registered on the website. It created automated tech form to connect with its buyers and sellers. It featured Amir Khan in the launch of its new brand campaign 'Dil ki Deal'. The company takes into account the commission on sales, advertising and services to the buyer as its main strategy. It uses a multichannel business strategy. It launched its omni channel platform to make the customer enjoy the shopping experience and also add convenience of online discovery while ordering product with faster hyperlocal fulfilment. Snapdeal is the first online marketplace that opted for integrated omni channel platform known as "JANUS", it powers an ecosystem of leading brands, small and large retailers and technological start-ups. Example-Mobile phones in partnership with TMS, the mobile store. Snapdeal uses various medium to reach to its mass customers like Facebook, Twitter, Instagram etc

D. Financial condition

Amazon.com is a site with sales revenue model. It takes a small percentage as commission of the sales price of every item that is sold. The inception business plan of the company was very unconventional as it did not anticipate to make profit for four five years, this slow growth made the stock holders complain about the company's profitability not being sufficient to justify their investment or give them profits the company survived and made its first profit in the year 2001 worth \$5 billion. Where Amazon continued gaining its market share, Snapdeal stood at the third position as reported by livemint.com which also revealed Snapdeal's loss of more than double around ₹ 3316 crores for the year ended 2016 March. In 2005, Snapdeal reported a 450% slump in revenue growth. The year 2015 also included financial payments being made to acquire a digital payment platform free charge.

In order to deliver the finest service to the customer the company faced many obstacles, where building a good customer was a necessity to survive and future growth for the company, there the overhead costs increased making it hard for the company to sustain and revamp. To retrieve its market share, the company improved its brand thus cutting the costs and raising the profitability giving high experienced customer services to the users. It also launched a new logo and television campaign spending around 200 crores in marketing and advertisement. The Economic times on January 2017

reported, "Only two sets of people are winning this e-commerce battle, first are the delivery companies and second, digital marketing companies like Google and Facebook. As the saying goes, "money are the pickaxe sellers." Amazon India increased its advertisement budget from ₹ 766 crores in 2015 to ₹ 946 crores in 2016 but then too Amazon incurred a loss of ₹ 1724 crores there Snapdeal loses 1328 crores.

E. Promotional techniques

Promotion is one of the four P's of marketing that every company works hard on. The product in existence comes to the knowledge of the consumer through promotions be it advertising, rebate, discount, public relation, the main source of promotion for these e-commerce players is television and newspaper advertising as mentioned earlier, Snapdeal spent ₹ 200 crores on advertisement, where Amazon is using almost every type of marketing strategy be it one to one marketing or building relationships with its customers via personalized e-mails and cross linked websites. It also uses targeted emails for advertising and tag promotions. Initially it used television to highlight their selling propositions of a large variety of products and one day delivery, other promotional techniques like special weekend discounts, offers on branded products. Amazon basic market strategy and aim is to design such facilities which can increase customer traffic on their website, promote repeated purchase, awareness of the variety of goods and services offered; and to develop such revenue opportunities which will broaden Amazon's brand name. Same day shipping or delivery as per customer's convenience. Big Billion Days, lightning deals, subscribe and save by Amazon is same instances of its promotional techniques. Its tag line justifies the variety it offers, "kahi Nahi Mila? # Yaha Dekhlo".

Snapdeal believes in doing things in a big way and making it available to the wide audience. It started with Amir Khan, with a tag line "Everything you wish for, we have your dil ki deal" Snapdeal and celebrity endorsement was their first marketing strategy followed by another celebrity Gul Panag, 'Date With Me' campaign. The company created buzz when 'Xiom', a prominent brand cracked deal to sell its product on this site. The company provides products at the least possible price and is successful in keeping customers addicted to various offers so that the customer does not switch to other players. It provides Deals of the day that is every day whether it is an occasion or even otherwise, company offers discounts, a section of best of mobiles is also there followed by snapdeal gold and fitness store. It uses a multichannel strategy to reach the huge customer base.

V. COMPARISON OF CUSTOMER'S SHOPPING EXPERIENCE SNAPDEAL VS AMAZON

Building a good shopping experience that can lead to customer loyalty and repeated purchase is the aim of every company. The values that Snapdeal takes into account are innovation, change, openness, ownership and honesty. These five core values that the company reflects help them to build a good customer experience. It aims at creating India's most impact full e-commerce ecosystem that can create life changing experience for customers and sellers. It uses Salesforce- its CRM software. E-mail marketing for sales promotion activities is a common tool for the company. For sellers, CRM is used to get them on board. An analytical CRM is used which helps in creating high value services and a profitable customer base, it also helps in improving relationship with the existing customers and attracting new customers along with addressing their individual needs. The way to check the success of CRM is sales (number of new customers, retained customers, close rate, new revenue etc.), Marketing (number of campaign, response, referral, purchases), Services in order to gain customer loyal and satisfaction. Amazon uses the following application- All personal information and records of the customer, profile, credit card record, purchase history are collected in a database. Transaction record is taken care by an order processing system with secured transaction methods. The web page collects customer's information through their feedback, wish list, interests and products reviewed in the past. Amazon bought the one click ordering method, making shopping easy and convenient the intelligent recommendation system uses customer's past purchase and searched data and accordingly recommend the products.

Amazon and Snapdeal both are giving a tough competition to each other and to other rivals like Flipkart, ebay, Limeroad as well. Amazon outshines Snapdeal, the fact for putting this argument forward us they Snapdeal does only one kind of business that is of retailer ship whereas amazon on the other hand has put his hand in other fields as well which the company is carrying out successfully, so even if it loses its hand in the Indian market then too its branches which are spread in other countries will not let it lose much.

VI. INNOVATIONS

Innovation is that part of work which makes a business stay and survive for long, a company which makes innovation always stays active in the market amazon drones are example of the same. Amazon drones also known as Amazon prime Air- a delivery system designed by the company to safely deliver packages to the customers. It has a great potential to increase the service delivery system. It was first revealed in

December 2013 that Amazon is planning to use multirotor miniature unnamed air vehicle technology. In 2015 the US federal Aviation Administration (FAA) allowed Amazon for testing the model which began at a Canadian site close to US border. The first delivery took place in December 2016, in Cambridge, England. The recent buzz in the field is that Amazon is thinking about using the drone to scan customer's house in order to sell more stuff. The company recently filed for patent to indicate that it don't want to be limited to selling things through limited options only. The company now wants to have a technology in the form of drones that will analyse customer's home as and when it makes delivery and it will also try to sell goods and services based on what it sees. For instance, if it looks out that the roof needs repairing then it will recommend you the names of the service providers. The company had thought of a good innovation but delivery and information analysing from drones is still a far cry.

1) Amazon Kindle

Amazon has started its journey as a book store and keeping that passion in mind Amazon presented Kindle, which enables the reader to browse, buy, download and read e-books, magazines, newspapers and other digital media. It started as a single device but now includes a range of devices including electronic ink, electronic paper displays, android based tablets with LCD screens and kindle applications. The charge ink technology reduces strain on eyes and the e-book comes at a much lower price than the hard copy thus attracts a large number of users. It also saves paper and is a future of reading.

A. Amazon

2) Amazon Google App Store

Amazon app store is like Google play store giving users choice to download app from wherever they feel convenient. It is an appstore for the android operating system started in 2011. It includes a "free app of the day" features which is offered every day to the customers in order to attract them. Before installing the app the store allows its users to take a "Test Drive" that is they can try any application although this service was dismissed in 2015. Other apps of Amazon are Amazon prime video, Amazon for tablets, Amazon shopping, Amazon India online Shopping, Amazon assistant, Amazon drive (mobile LLC), fire TV report, pro sports, deals amazon Deutschland and free app notifier for amazon . While Amazon has launched its own mobile phone, appstore and tablets, Snapdeal on the other hand announced for a Wi-Fi sports cam, click pro oculus and Alpha feather and world's lightest smart phone. It also launched smart feed- a personal shopping guide for the customers and doozton.com- a product discovery platform.

3) AWS

Amazon web service, a cloud computing with amazon web service offering compute power database storage, content delivery and other features to keep a business grow and scale. It is based on a paid subscription with an option of free available for 12 months. It allows virtual cluster of computer all time available in response to their Snapdeal launched 'cirrus' a platform build on open source with highly dense server architecture of 100,000 crores robust of 100 G SDN infrastructure and 6PB of storage. This technology will ensure business growth and development with great speed, security and stability.

B. Snapdeal

In response to this competition snapdeal launched 'Snapdeal Cirrus' in September 2016, company's own private cloud platform built on an open source with open stacks at the centre. This hybrid cloud reaches across three major data centres, with a server architecture of 100,000 crores 16PD of storage and a robust of 100G SDN infrastructure. This cloud was launched to ensure speed, security, stability, cost saving and reliability to customer's experience.

Snapdeal also offers some creative services like Trust Pay by Snapdeal claims authenticity of items that are sold on it. All things that one can purchase are new and genuine. The process of authenticity is ensured in a following manner, firstly any seller who wishes to work with snapdeal lists himself and enters into a agreement with the company, agreement of selling new and genuine items. The company approve only those sellers that can be trusted with high quality items and unbeatable prices. Any sort of duplicate, grey channel or used product is strictly not passed.

100% payment protection is also provided by the company in case of dissatisfaction from purchased goods and services. Cancellation and product return are also made easy in case of any issue of size, quality colour, price, and change of mind or miscellaneous.

VII. LOGISTICAL SUPPORT

The rapid growth and development of e-commerce is possible with the help of logistic service which is termed as the backbone of digital business. A sound logistical policy allows a company to differentiate itself from others. Amazon, little time after it entered the market came out with the concept of same day delivery. This facility attracted the customer who wanted their product immediately. All you have to pay a bit extra and the product will be delivered at your door step on the same day. Snapdeal also launched Snapdeal gold with a tag 'faster delivery at no extra cost.' For this

extra delivery we have to pay a sum of ₹ 99. The company had strengthened logistical support of 6 logistics hub.

Snapdeal Gold this is a service presented by the company whereby the company promises to deliver the product next day for free. What makes snapdeal gold different from the same services launched by its rivals like Amazon rime and flipkart first is the fact that one need not to sign up for this service to be used. It is an automatic system i.e. if any order matches its requirement, then it will be upgraded automatically. The customer also gets benefits from making payment via freecharge, card, net banking etc. either the customer will get next day delivery or free standard delivery with snapdeal gold.

The delivery model of all the market places vary from each other like Amazon is a market place having its own fulfilment program (FBA) which allows the customers to store products at Amazon warehouse and then the company pack and deliver them whenever the order for product is placed. It had set up a logistics company, Amazon transport services private limited, in order to directly deliver the product to the customer; Infact Amazon was the first online market place two days and one day guaranteed delivery challenging other competitors to follow the same. Then it launched Easyship, an assisted shipping platform which helps sellers to get rid of warehousing, picking, delivery, packing, logistics and customer services. Snapdeal is basically a technology provider only; it does not maintain its own inventory. It allows its sellers to list their name with the product they wish to sell on the website, making changes in price and inventory. The logistics partner of snapdeal is bluedart. It had also launched its open logistics platform this year as logistics bring retail to life. The OLP will provide end to end visibility of in transit shipment, for effective last mile delivery it will plan the capacity and accordingly load in different lines. It will smartly manage the demand volumes and courier capabilities. Vulcan express, a fully owned snapdeal subsidiary serves both business to business and business to consumer expanding the company's share in the market. The difference between amazon and snapdeal logistics service is the innovation that amazon applies and the way it delivers product minimizing the time and increasing the comfort. For example if you order two things from the company say a book and a phone. It may be possible that you receive the book the next day and phone with in few days as the seller may take more time to ship it however snapdeal will deliver both the products together in order to save costs.

VIII. CHALLENGES FACED

Indian e-commerce has always been a ground of ever speeding competition and contradictions. It is always a mix of growth, profit, rivals, completion, loses and controversies are its daily dose. With their focus on growth and capturing market share every e-commerce player is offering deep discounts, a large expense on promotion, plenty of offers whether on occasion or otherwise even, but are these offers and discounts are paying any good to these e-commerce players? In order to increase their consumer base, these companies provide heavy discounts and daily deals resulting in heavy losses making them face the heat of investors. In the year 2015, the combined losses of some of the major players of digital business (Amazon, flipkart and Snapdeal) stood up to ₹ 5000 crores out of which Snapdeal lose ₹ 1328 crores and Amazon ₹ 1472 crores. These losses some where forced these e-commerce players to rethink their business models.

Amazon.com debuted in the digital world as an online book store in 1994 and by 1997 it was the first online retailer to boost one million customers, as per funding universe. The company expanded its product line and continued adding more titles developing fulfilment centres, contract with regional and national carriers. The first challenge was that only about 35% of the country's population is connected with internet according to internet live stats, cash is still the rule, cards were preferred by very few. Second challenge comes in the form of rigid FDI policy according to which any multi brand foreign retailer was not allowed to directly sell goods and services to the consumer online. To solve this problem, Amazon launched its website in India in 2013 and created an army of suppliers and convinced them in increasing the market share of their products. It initiated a program called *chai chart*, later it created *Amazon Tatkal*, a self-described "studio on wheel", which provides help in launch services of registration, cataloguing and sales training.

Amazon presented lightening deals with lower prices and more variety than usual, this deal included Apple's iPhone 6 and 6 plus being available on pre-orders in India. This was probably the first time when an online store took orders for iPhone. Amazon most popular Diwali sale offered ear phones, portable speakers, and head phones with an exclusive discount available only on Amazon. This sale flops badly as the website crashed, this had also happened with Flipkart on Big Billion Day sale creating a bad experience for customers. The website created features like wish list and provided a heavy discounts for unimaginable demands, the company tests is to have availability of inventory during such time. The company publicised its Diwali Dhamaka sales went live one hour ago but then too some customers failed to access website and some didn't see any offer. The company that time updated a

statement addressing complaints by the buyers and accepted to have a latency issue for few hours which they claim to have fixed soon. The users slam the company for a case reported with a Ahmedabad-based man who ordered for a Oppo shiny smart phone and got a dummy of iPhone. The heat didn't get calm yet as the company faced issue this year for selling a doormat bearing the Indian flag. Then the company was found guilty of carrying an image of iconic freedom fighter Mahatma Gandhi over flip-flops. Next controversy arises with the picture of a skateboard bearing the Hindu God Ganesha on which people replied that the skateboard is used with our feet and it really hurts the sentiments of people. The Universal Society of Hinduism even demanded an apology from CEO Jeff Bezos over this and other issues whereby cigarette and bedsheets depict Hindu God and are sold in US. These mistakes made by the company saw aggression by the users who even want to boycott the company.

With lot of competition in the market Snapdeal in the past couple of years faced some odds the very first of them is the controversy attached with the former brand ambassador Amir Khan's comment when he said that his wife suggested moving away from India because of rising intolerance in the country. E-retail firm Snapdeal was on fire on Twitter and Google play store, where it has an app, a number of web users not only hit out at the actor but also slammed the company for which the company realises official statement that the company is not connected with the comment made and does not even support or play role in the same, it is proud to be an Indian company built by passionate young Indians. In between the company faced heated comments that it sold drugs and was badly trolled for delivering soap bars in demand for cell phones in the packet. It also fired hundreds of its employees when the business faced its thick and thin.

The challenges are not over here only, GST-goods and services threat which was earlier a big threat for online companies is still there. Before the implementation of GST all the e-commerce players offered a heavy discount, in 2015 UP government introduced a rule for every e-commerce transaction describes as draconian, to say the least which means that any citizen ordering any online product over and above ₹ 5000 will file a VAT declaration, which stopped these e-commerce players to deliver orders more than 5000 ₹ to these areas but with the coming of GST these portals can breathe easy. What seems to be a bug threat proves to be a blessing for these players.

IX. FUTURE PROSPECTUS

Apart from growth, development and expansion plans in India, e-commerce players have to think about their competition and survival. Earning profit, making a innovated business strategy, enlarging the user base,

providing a good and a large variety of product with a good technology and an efficient infrastructure is what they need. Amazon has been planning to push its kindle tablet, especially the fire range of kindle which automatically acts as a catalyst in promoting sales. The company is also planning to explore stores that will sell furniture and home appliances; it has ruminated using virtual reality to concede its customers to check or try how stows and couches will look in their homes. In India Amazon forethoughts for a project Everest- which will fulfil India's grocery ambitions. Where Amazon is planning so much to widen its share there Foxcon Technology Solutions, A Hong Kong based unit had written a loss of 80% of the invested capital in Snapdeal that is worth \$200 million. Softbank suggested Snapdeal to make an alliance with Flipkart to which the company disagreed and said to continue its business as an independent unit. The SaaS based e-commerce solution providers have also Snapdeal and the unicommerce acquired by Snapdeal via cash and stock transaction in 2015 had also quit. As customers are largely shifting from computers to mobile phones which is an easy mode of operating online and probably will popularise e-commerce and online shopping in rural areas also in future, So companies can take it as an advantage and plan for a glorifying future. Where at one point Amazon is thinking of Drones with the house scanning and recommendation system, there Snapdeal which had almost come to the path of closure is planning to expand its deals, user base and better its logistics. The company is planning to design such a business model that will result in increased user base and a position and growth to the company which the company had almost lost. Adding variety of goods and services, fashion, phones, consumer goods, apparel and many more will help the company in earning back its lost position.

While healing wounds of others, we some time forget to take care of ourselves. Every company in order to survive in tis highly competitive environment should keep it expertise to itself only.it should prepare itself for any sort of situation and competition in the market. A company should always stay healthy and fit, healthy to fight the digital market share battle and fit to survive in this digital environment. Innovation, good management, infrastructure and a good database should be the main tool that are needed to stay connected and in touch with sellers and buyers.

Key performance areas that need to be followed:

1. Customer acquisition, retention and loyalty policy.
2. Revenue and business model along with service delivery logistics system.

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