



**support@superrshopping.com**

**Con.+918602720587**



At SUPERR SHOPPING we are focused on providing quality services with the highest levels of customer satisfaction we will do everything we can to meet your expectations. With a variety of offerings to choose from, we are sure you all be happy working with us. Look around our website and if you have any comments or questions, please feel free to contact us. We hope to see you again! Check back later for new updates to our website. There is much more to come...!!!

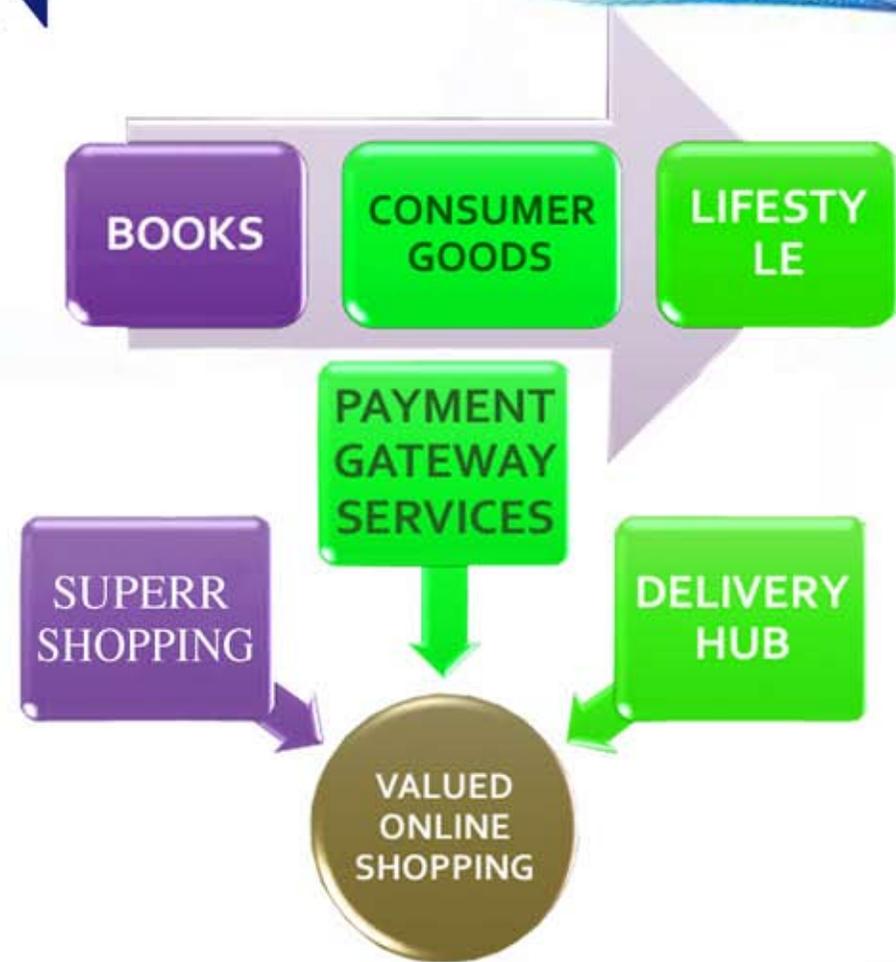
---

The purpose of SUPERR SHOPPING to provide a one stop shop of all the essential and invaluable products any person needs when looking with a website by avoiding going into market, our aim is to reach each and every part of India by providing quality products as well as quality and hassle free service to our esteemed customers.



# INTRODUCTION

- ❖ Leading e-commerce Company in India.
- ❖ Founded in 2014
- ❖ Branches over 1 cities in India



# INDIAN E-COMMERCE INDUSTRY

- ❖ Poised for rapid growth
- ❖ Fastest growing
- ❖ amongst Asia Pacific region.
- ❖ Expanding into non-metropolitan India.
- ❖ Social media and mobile technologies are accelerating e-commerce adoption.
- ❖ Large retailers are looking forward to build an online presence



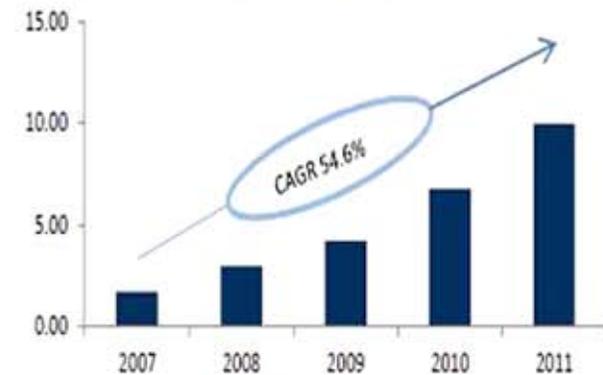
# MARKET GROWTH TRENDS

## MARKETGROWTH:

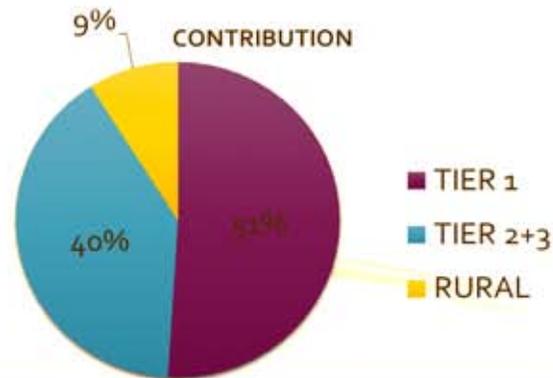
- ❖ Current size of e-commerce market in India \$11.2billion
- ❖ 160e-commerce portal offering services in India(since2014)
- ❖ Internet users in India is expected to grow to 476 million by 2017.



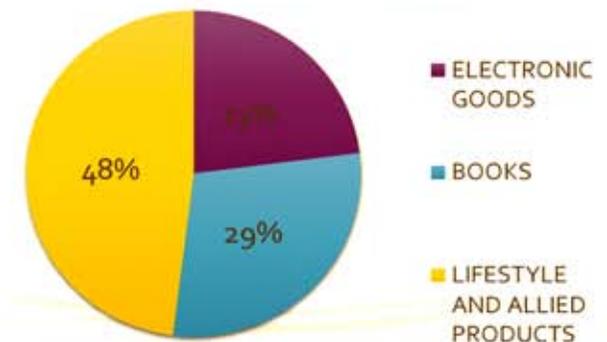
Growth of e-commerce market in India (USD bn)



Source: IMAI, Aranca Research



SALE OF DIFFERENT PRODUCTS



# Management Team

SUPERR SHOPPING has a well trained and dedicated team of individuals experts in their domain. The entire workforce is divided into different departments depending on their role:

- CLIENT CONFIRMATION & SERVICE DIVISION
- TRAINING DIVISION
- MARKETING & SALES DIVISION
- EDP/DATA PROCESSING DIVISION
- MIS DIVISION
- MEDIA DIVISION
- AUDIT DIVISION
- QUALITY CONTROL DIVISION
- IT DIVISION



# Company History

❖ SUPERR SHOPPING was established in 2014.

❖ A team from different online shopping sector companies with their experience formed SUPERR SHOPPING.

?Initially company used word of mouth marketing to popularize their company.

❖ Today, as per web traffic rankings, SUPERR SHOPPING is among the top 110 Indian web sites and has been credited with being India's one of the largest online shopping companies.

❖ The store started with selling herbal health supplements and in 2015 branched out to selling mobile phones & accessories, cameras, computers, computer accessories and peripherals, pens & office supplies, other electronic items such as home appliances, kitchen appliances, personal care gadgets, health care products etc.

# ORDER LIFECYCLE -1



- ❖ ATTRACT USERS TO THE SITE
- ❖ FAMILY, FRIENDS, SEO, SEM, WOM, BRAND BUILDING
- ❖ PROVIDE SELECTION
- ❖ MAKE IT EASY TO FIND & DISCOVER PRODUCTS
- ❖ PROVIDE DETAILS TO EVALUATE A PRODUCT
- ❖ DESCRIPTION, SPECIFICATIONS, UGC.
- ❖ PRICE WELL
- ❖ HAVE TO BE COMPETITIVE TO THE MOST OBVIOUS OPTIONS
- ❖ PROVIDE CONVENIENT PAYMENT OPTIONS
- ❖ ONLINE, COD
- ❖ CONFIRM PAYMENT

# PRODUCT PLACEMENT

## APPLIANCES



## APPARELS



# Order Lifecycle -2



- ❖ Get the item
- ❖ Procure from Supplier (Just-in-time) (Supplier selection)
- ❖ Keep Inventory (Inventory Prediction, Planning)
- ❖ Clean & Check for sanity
- ❖ Pages missing, MRP printed lesser than told to you
- ❖ Pack the item
- ❖ Tamper proof, weather proof, breakage proof
- ❖ Select courier & hand-over
- ❖ Courier performances vary across regions a LOT
- ❖ Get tracking id & communicate to customer
- ❖ Follow-up for timely delivery
- ❖ Take care of returns (faulty product/user changes their mind)
- ❖ Minimize returns

# Marketing Strategy



- ❖ SUPERR SHOPPING has been mostly marketed by word of mouth advertising.
- ❖ Customer satisfaction has been their best marketing medium.
- ❖ SUPERR SHOPPING very wisely used SEO (Search Engine Optimization) and GoogleAd-words as the marketing tools to have a far reach in the online world.
- ❖ All in all to create a great customer experience.
- ❖ Youngest online demographic globally.
- ❖ 75% of online users between the age group of 20 -50 years.

# FUTURE STRATEGIES

- ❖ Membership cards and premium facilities.
- ❖ Extended range of academic books.
- ❖ Providing Sponsorships.
- ❖ Vernacular language option on websites.
- ❖ Better featured user interface.
- ❖ Cost cutting on packaging.
- ❖ Pickup points



# KEY SUCCESS FACTORS

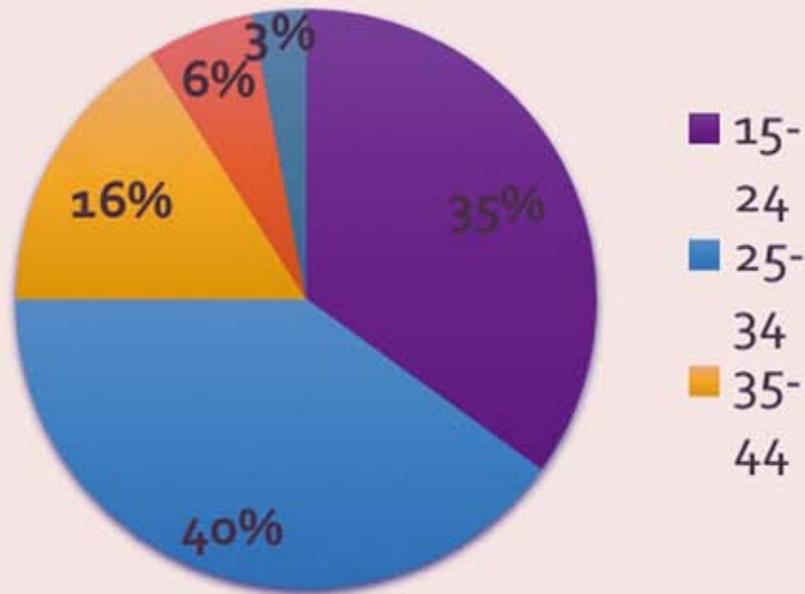
- ❖ SUPERR SHOPPING the first online shopping company from Indore (going by 2014) is by far the leading online store having its expansion of branches in West Bengal.
- ❖ With online retail industry in India pegged to reach \$1.5 billion (2015), sources suggest that e-commerce is just hitting up in India and we may soon see many more Internet companies achieving similar success.
- ❖ Fast mover advantage
- ❖ Experience of E-commerce industry
- ❖ Investments
- ❖ Cash on delivery
- ❖ Customer orientation



# TARGETING

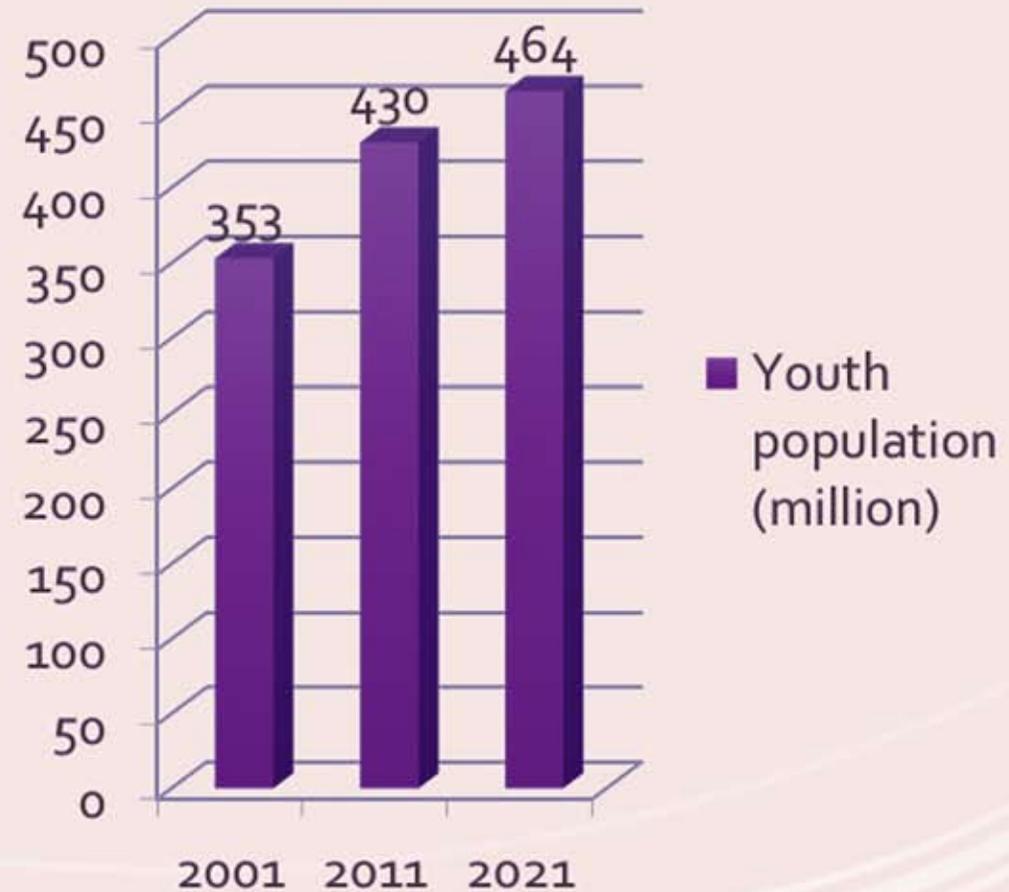


Internet users by age



Internet users by age  
(source: survey)

Youth population (million)



# PROPOSED LOCATIONS

## PLACE:

- ❖ Inventory at 4 major centers-Mumbai, Delhi, Bangalore, Kolkata
- ❖ Delivery services through distributors and postal services
- ❖ Covers all tier-1 cities and major tier-2 and tier-3 cities

## PROCESS:

- ❖ Cash on delivery
- ❖ Debit and Credit card transactions
- ❖ Delivery time
- ❖ Safe payments
- Suggested: Vernacular language website



 **+91 8602720587**

 **support@superrshopping.com**

 **403 B Wing New Business Park  
Indore (M.P.)**