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Beginning of



- Started: February 2007
- Myntra.com is an Indian online shopping retailer of fashion and casual lifestyle products.
- Headquarters in Bangalore.

- Myntra was established by Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena in February 2007.
- In the last 3 years, Myntra has become the most popular destination for personalized products in the country.



Something about

- Myntra.com is one of the E-tail players to popularize online shopping which is a new mode of shopping in India.
- Myntra left its mark of innovation through **online coupons**
- the store circulated a large number of Myntra promotion codes.

New business focus and products

- **Myntra has tied up with top fashion and lifestyle brands in India, such as Nike, Inc., Reebok, Puma, Adidas, Asics, Lee, Lotto, etc. to offer a wide range of current season merchandise from these brands.**



- **Myntra currently offers products from more than 350 Indian and international brands.**



There are also casual and dressy footwear for women from Catwalk, Carlton London and Red Tape to name a few.

Business model of



- Myntra.com is an aggregator of many brands.

- Its business model is based on procuring current season merchandise from various brands and making them available on the portal at the same time as in respective retail brand outlets

Awards




- Myntra.com was announced as a winner of the Red Herring Global 100 award.
- CNBC - TV18 awarded Myntra.com as one of the Hottest Internet Companies of the Year at the Mercedes - Benz CNBC - TV18 Young Turks Awards.

- Myntra.com is ranked among the top 10 e-commerce companies in India



Competitors

 Myntra undoubtedly enjoyed the first mover advantage in the online retailing business. But Myntra's success has been replicated by other companies that have now become competitors for Myntra.



Some of them are

 Scopial.com,



 Blue Bus Tees,

 dilsebol.com,

 Inkfruit.com.

Capabilities



-  **Order Processing and Delivery:** Myntra attempts to order and ship every order within 24 hrs. It offers free shipping within India on all products. It can ship internationally to all major countries.
-  **Technological:** Myntra maintains its website which provides the only means by which a customer can make a purchase.

🕒 To maintain, upgrade and improve the website and the user experience, Myntra employs many computer science engineers and experienced professionals.



Marketing

- 📄 Myntra has successfully used social networking websites Facebook and Twitter to expand its customer base.
- 📄 Myntra positions itself as a fashionable new age brand. It launches major marketing campaigns every year. In February 2012, Myntra rolled out an OOH (out of home) campaign

across 2 cities to build brand awareness and promote online shopping.

- 📄 Myntra has used mostly viral marketing and internet for its popularity coupled with occasional discounts and referral discounts. It can be given a rating of 3/5.

Revenue Model



- 📄 Myntra.com is an aggregator of many brands. Its business model is based on procuring current season

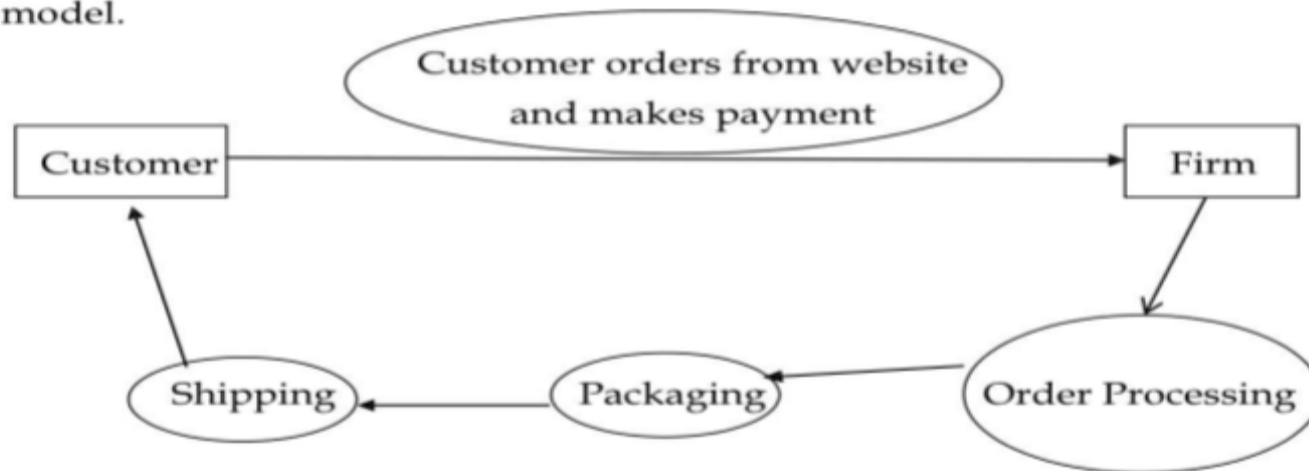
merchandise from various brands and making them available on the portal at the same time as in respective retail brand outlets.



It is a **Business to Customer (B to C)** revenue model.

MYNTRA.com

and making them available on the portal at the same time as in respective retail brand outlets. All these products are offered to customers on MRP. It is a Business to Customer (B to C) revenue model.



Value Chain Analysis

Value Chain Analysis


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Page: 7 / 12 Find:

Value Chain Analysis

The following diagram illustrates the value chain concept



The diagram illustrates the Value Chain concept, showing the relationship between Support Activities, Primary Activities, and the resulting Margin.

SUPPORT ACTIVITIES (Yellow blocks):

- Firm Infrastructure
- Human Resource Management
- Technology
- Procurement

PRIMARY ACTIVITIES (Green blocks):

- Inbound Logistics
- Operations
- Outbound Logistics
- Marketing & Sales
- Service

MARGIN (Yellow arrow pointing right):


The diagram shows that Support Activities and Primary Activities combine to create the Margin.

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Value Chain Analysis





- 📄 **Firm Infrastructure** -The basic requirement of Myntra was for the office to reflect youthfulness, freshness, and vibrancy while incorporating fashion as the overall theme. The design team left no stone unturned in making this dream a reality.
- 📄 **Human resource management-** is one such support activity that can make or break any organisation in the long run. It is a very employee friendly organisation. The firm focuses on worklife balance.

 **Technology-** Its technology allows online retail to be possible by hosting the website in which the customer can browse through the online catalogue, choose what he wants to buy, make online payment and receive the goods at his/her doorstep.




Cont...

 **Procurement** is important for Myntra as they deal in merchandising; they receive the finished goods from various brands, store them at their various warehouses and then ship them to the customer when ordered.



Outbound logistics is one of the critical activities for Myntra. They use a third party courier for their outbound logistics. It is their responsibility to give the demanded product to the third party courier as soon as possible. They then keep track of the lead time and try to reduce it with collaboration from the courier company.



Marketing and Sales is a core activity of Myntra. Through proper marketing Myntra is creating awareness among customer & enhancing their online shopping experience.




Competitive Advantage

- 📄 Competitive advantage in any e-commerce business can be due to a cost leadership or product differentiation or both.
- 📄 In the case of Myntra the competitive advantage is mostly due to cost leadership
- 📄 In special cases it also enjoys competitive advantage due to product differentiation. In case of IPL t- shirts the buyer can get his/her name imprinted on it. Also Myntra's business

model up till 2009 was of customized t-shirts and mugs etc which allowed it to have product differentiation.

Conclusion

 Marketing and Sales is a core activity of Myntra. By looking at the popularity of Myntra we can conclude that Myntra is doing a much better job in Marketing & providing its services to customer.



Thank you