

# Presentation

114 - Enterprise Analysis & Desk Research

## Myntra

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# Founders:



- **Mukesh Bansal** is the founder and chief executive of Myntra, India's largest fashion e-commerce site, which was acquired, in 2014, for \$375 million by Flipkart, the country's equivalent to Amazon.

# Vision and Mission:



- Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at **providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal.**
- Myntra's vision is to make the world a more stylish, colourful and happier place. Mission is to leverage technology to democratize fashion and lifestyle to help people look and feel good.



# Policy of Myntra:



- Myntra Return & Exchange Policy offers you the option to return or exchange items purchased on Myntra within the return/exchange period.
- Myntra prohibits the use of language that is racist, hateful, sexual or obscene in nature in a public area.

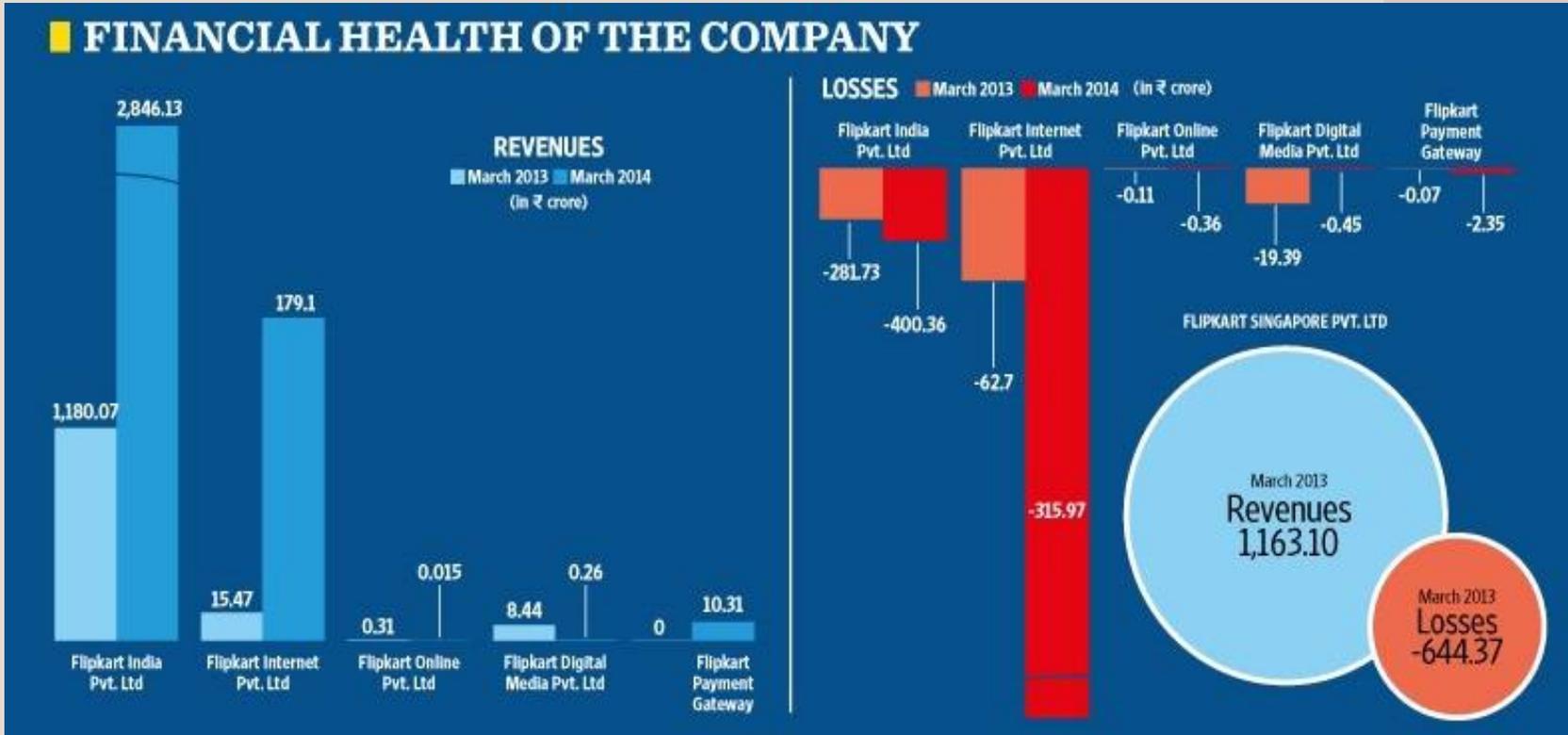


# Management Structure:

- The business model of any company is the strategy it uses to gain a larger market space. The chart describes the business model of Myntra in tabular form.

<b>Value Proposition</b> <ul style="list-style-type: none"> <li>. Fast delivery time</li> <li>. Wide selection</li> <li>. Sales</li> <li>. Quality products</li> </ul>	<b>Key Resources</b> <ul style="list-style-type: none"> <li>. Delivery staff</li> <li>. IT infrastructure</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>. Partnership with distributors</li> <li>. Marketing</li> <li>. Sales</li> <li>. Supply chain optimisation</li> </ul>
<b>Key Partners</b> <ul style="list-style-type: none"> <li>. Sellers</li> <li>. Distributers</li> </ul>	<b>Key Channels</b> <ul style="list-style-type: none"> <li>. Website</li> <li>. App</li> <li>. Affiliate program</li> </ul>	<b>Customer Relationship</b> <ul style="list-style-type: none"> <li>. Customer Service</li> <li>. Customer Support</li> <li>. Easy to use App</li> </ul>
<b>Customer Segmentation</b> <ul style="list-style-type: none"> <li>. Fashion enthusiasts</li> <li>. Discount lovers</li> </ul>	<b>Cost Structure</b> <ul style="list-style-type: none"> <li>. Marketing</li> <li>. Technology</li> </ul>	<b>Revenue Stream</b> <ul style="list-style-type: none"> <li>. Commission structure</li> <li>. Own sale</li> </ul>

# Financial Structure:



# Challenges at the time of Covid:

- Myntra realized that the way people are working from home and spending time in front of their computers, there is a need for lounge wear and leisure wear. They reached out to partners who gave work from home essentials and fashion essentials and stayed relevant for the customer.
- To keep their customers further engaged, the company also began pushing content online, on how to stay fit at home and DIYs (do-it-yourself) videos on a range of issues. This increased engagement and the traffic on Myntra's website went back to its pre-covid-19 days.



# Sales forecasting at the time of covid:

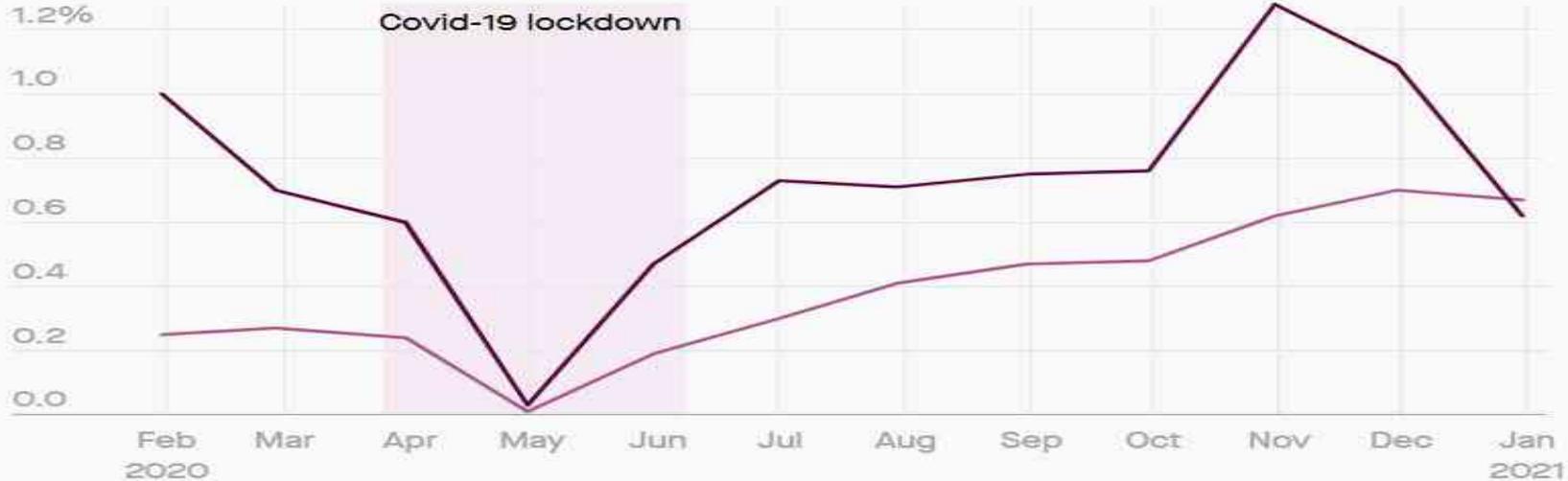
- Fashion e-commerce platform Myntra has claimed that its art and handicrafts brand, 'Taavi', has grown 2.5 times, despite the Covid-19 disruptions over the last two years since its inception.
- On the back of its success, Myntra plans to further strengthen the presence of its brand Taavi in the Indian market by onboarding 5.000 more artisans this year.
- The brand currently works with over 10,000 artisans offering products in four categories, including, men, women, women's footwear, and unisex personal care.



### Monthly active customers for India's fashion e-commerce apps

% of users who transact on a given platform (either on web or through app) in a given month

— Ajo — Myntra



Quartz | qz.com | Data: Kalagato



# Sales of Myntra:

- Myntra sold **over 10 million items** during the End of Reason Sale. It also saw 86 percent increase in shoppers from Tier-II and III locations.
- Fashion e-commerce player Myntra's strategy to expand its footprint into tier 2 and 3 markets is paying off during the Covid-19 lockdown. The online player is seeing demand picking up from hitherto untapped markets.
- Myntra has also invested in safeguards to avoid the transmission of Covid-19 via physical contact. For example, digital payments have gone up by 60 per cent on Myntra in comparison to pre-Covid times.



- Myntra, has beaten the blues from the second wave of Covid-19. Myntra has spotted new trends during the second wave. For example, personal and beauty care picked up traction, especially for the 16-30 age group; then higher sales of lingerie and loungewear, even as 60% of that demand was from the metros and tier 1 cities; saris turned out to be a "huge revelation" for Myntra as there was a 7X jump for that from first time users.
- Myntra, like most consumer companies and e-commerce players, can attribute growth in 2020 to the tier-3&4 cities. But that has not been the trend in 2021. What saved the day for Myntra is the surge in first-time shoppers. They rose 2X in May 2021 when compared to May 2020.

# Myntra Stands With Its Employees Every Step Of The Way During COVID

- At Myntra, they are doing everything they can to help their employees in managing the challenges raised by the pandemic at both personal and professional fronts. They introduced various COVID initiatives at the onset of the pandemic last year and have since added more and enhanced some policies to further support their employees and their immediate family members to tide over the second wave of the pandemic.
- They have set up a central task force team, to establish, execute and monitor response strategies to help Myntraites and their loved ones affected by COVID.
- In association with our travel partner, we have enabled **space for self-quarantine** for our employees at special rates. Employees can avail this in case they are COVID positive with mild symptoms or are asymptomatic or are staying away from their hometown and want to safely distance themselves from their housemates or family members.



- The team has also created a repository of plasma donors, so those in urgent need can be connected to the willing plasma donors within the organization. In addition, we are also supporting our people and their loved ones with oxygen requirements in an organized manner of use and return model, available for them at free of cost.
- We are also facilitating other services with the help of a volunteer-run network. In case of a medical emergency, a provision for advanced life support ambulances has been put in place at multiple locations including Delhi NCR, Bangalore, Mumbai as well as at our FC locations.
- As part of the '**Myntra for You**' initiative, employees can also avail a one-time reimbursement of up to INR 20,000 on expenses incurred due to COVID-19.



# Myntra enables customers to use 'Insider' points for Covid relief

- Myntra has partnered with GiveIndia for a multi-faceted fundraising initiative. With a commitment to supporting the nation in this need of the hour, Myntra has enabled its customers to contribute generously, using their 'Myntra Insider' points, to COVID relief efforts, including towards the cost of refilling oxygen cylinders.
- The donations through Myntra Insider points have helped in adding 1.5 lakh kilograms of oxygen and facilitating medical care facilities at over 11000 homes for the needy.
- Myntra is also extending support to healthcare heroes and critical patients at COVID centres and hospitals by providing essential medical supplies through its fundraiser campaign with GiveIndia.
- Myntra's association with GiveIndia is a testament to the use of technology for the good of the community while enabling customers with a seamless and effortless donation program.



Thank you



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