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Amazon.com vs flipkart.com - SlideShare

Amazon vs Flipkart 1. Amazon ' s Campaign Amazon India named the campaign as the Great Indian Festive Sale, with the hashtag # AmazonFestiveSale. They used different hash tags for every day, such as #AmazonSaleDay2, #AmazonSaleDay3. These days

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were backed by two contests.

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Download Free Amazon Vs Flipkart Slideshare international e-commerce company. Flipkart vs Amazon - SlideShare Flipkart is a market place model while Amazon is an inventory and marketplace model. 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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FLIPKART vs AMAZON Financial and Sales comparison Market Size and Growth of e-Commerce in India: India ' s e-commerce market was worth about \$3.8 Billion in the ...

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Flipkart has 4172 offers for 1706 SKUs whereas Amazon has 2244

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offers under 1535 SKUs. Each SKU can have multiple offers under it so for standardization we have considered different color variants of the same product as single SKU.

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Amazon 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.

amazon & flipkart comparative study between amazon and ...

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 in 2007 by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology of Delhi. They had been working for Amazon previously.

Satya prakash_project report on Flipkart - SlideShare

Amazon might be equal to 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 E-Commerce to Retail ...

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

Consumer buying behaviour towards Online Retail: Flipkart ...

Amazon vs Flipkart - SlideShare In its initial years, Flipkart focused

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on online 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 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...

Flipkart Vs Amazon India: Who Won The Indian Ecommerce ... 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 company, Flipkart is a private listed company. Headquarters; The headquarters for Amazon is in Seattle, Washington.

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