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EXPLORING INDIAN E-COMMERCE SUPPLY CHAIN ISSUES AND CHALLENGES (CASE STUDY OF FLIPKART AND AMAZON)

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Abstract

“Online” word nowadays familiar to all. Be it online purchasing, be it online bill payments, be it online applications, be it on line travel booking everything and everybody want and asks if it is online. Numerous portals and apps makes it more convenient to consumer. Collectively these transactions terms as E-Commerce. One of the obvious reason for this is spread of internet and use of smartphones along with ease of handling. According to BCG and Retailers Association of India report, India has an Internet user base of about 462 Million as of 2017. India's e-commerce market was worth about \$3.8 Billion in 2009, it expected to cross went to \$50 Billion in the year 2018, which expected to expand to \$200 Billion by year 2026. Flipkart & Amazon are the two big players of e-commerce in India.

This paper is honest attempt of author to explore off screen or behind the screen issues faced by e-retailers to making ecommerce hassle free. As per news article dt 15th August 2017 (The Economics Times) 70% of Indian E-Commerce market share contributed by Flipkart and Amazon hence author critically analyzed Indian E commerce industry with reference to case studies of Flipkart and Amazon.

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