



Operational Challenge in Line Haul Department of Flipkart

Vikas Anand

School of Business, Galgotias University
Course: Master thesis in MBA DUAL

ABSTRACT

Date: 23-04-2023

Level: Master thesis in Masters of Business Administration

Institution: Galgotias University

Author: Vikas Anand (31-12-2000)

Title: Operational Challenge in Line Haul Department Of Flipkart

Keywords: Flipkart, Line Haul, Segregation System, Delivery Hubs, Mix-ups, Customer Promising Date (CPD)

Research question: Addressing mix-up issues in delivery vehicles.

Purpose: The purpose of this master thesis is to analyse and improve the transportation process of Flipkart and prevent mix-ups of shipments.

Introduction:

The growth of the e-commerce industry has led to an increase in demand for fast and efficient delivery of products to customers. Flipkart, one of the leading e-commerce companies in India, has a well-established logistics network that ensures timely delivery of products to its customers. The Line Haul department of Flipkart plays a crucial role in the transportation of products from one location to another. The department is responsible for loading and unloading of products and ensuring that the products reach their destination on time. The segregation system of shipments in the Line Haul department is critical in ensuring that the products reach the correct destination.

Research Objective:

The primary objective of this research is to identify the reasons for mix-ups of shipments within Flipkart's transportation vehicles and suggest measures to prevent them. The specific objectives are:

To examine the process of product scanning and transportation of Flipkart shipments.

To identify the root cause of mix-ups of different shipments within the transportation vehicles.

To investigate the impact of mix-ups on Flipkart's operations and reputation.

To suggest measures to prevent mix-ups and improve Flipkart's delivery process.

Literature Review:

Our research found that the current segregation system of shipments in the Line Haul department of Flipkart is inadequate, leading to mix-ups of different DH shipments in the delivery vehicles. The net used to segregate the shipments is loose and inappropriate, which can result in mix-ups of products. The hooks present inside the delivery vehicles are also insufficient to handle mix-ups of different DH shipments. Our research also found that there is a bit of negligence among employees working in the Line Haul department, which can lead to mix-ups of products.

Research Methodology:

To analyse the segregation system of shipments in Flipkart's Line Haul department, we conducted primary research at the Anjaneya MotherHub warehouse in Bangalore. We observed the segregation system of shipments and interviewed currently working employees in the Line Haul department and DH employees to understand the reasons for mix-ups of different DH shipments in the delivery vehicles.

We also conducted secondary research at the Anjaneya MotherHub warehouse in Bangalore and Delivery Hubs linked to the warehouse like:

- Interviews with the Manager of the Warehouse
- Interview with the Senior Executive of Delivery Hubs

To gather more information regarding the issue I found in the system, and put some light towards the issue the flipkart customers as well as the employees were facing.

Findings:

The findings of the study indicate that the root cause of mix-ups of different shipments within Flipkart's transportation vehicles is the inadequate net and hooks used to segregate the shipments. The loose net and inappropriate hooks in the vehicle are insufficient to handle mix-ups, leading to the issue. The study also found that negligence on the part of the employees handling the shipments contributes to the problem.

The impact of mix-ups on Flipkart's operations is significant, as it leads to delays in delivery, breaching the customer-promised date (CPD). This, in turn, affects the company's reputation and goodwill. The study suggests that Flipkart needs to take immediate action to address the issue and prevent further mix-ups.

Conclusion:

To address the issues identified in our research, we propose an improved segregation system for shipments in the Line Haul department of Flipkart. The proposed system includes the use of tighter and more appropriate nets and hooks in the delivery vehicles. Employee training programs can also be conducted to ensure that employees are aware of the importance of segregation of shipments and take necessary precautions to avoid mix-ups. Implementation of the proposed segregation system can reduce the occurrence of mix-ups of different DH shipments