

Project Dissertation Report On
“A Study On E-Commerce Industry With
Reference To Flipkart And Amazon”

Submitted by:
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2K17/MBA/072

Under the Guidance of
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CERTIFICATE

This is to certify that that the Project Report titled **“A Study On E-Commerce Industry With Reference To Flipkart And Amazon”** is an original and bonafide work carried out by Mr. Rohit Kumar Yadav of MBA 2017-19 batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

(Mr.Dhiraj Kumar Pal)

Signature of HOD (DSM)

(Prof. RajanYadav)

Place : Delhi

Date :

DECLARATION

I, Rohit Kumar Yadav, student of MBA 2017-19 of Delhi School of Management, Delhi Technological University, hereby declare that Project report on “**A Study On E-Commerce Industry With Reference To Flipkart And Amazon**” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

(Rohit Kumar Yadav)

(2K17/MBA/072)

Place : Delhi

Date :

ACKNOWLEDGEMENT

Due to the fact that all the knowledge required was not in the literature, it was imperative that the people who guide be very resourceful and knowledgeable. A deep sense of gratitude for the above reason is thus owed to **Mr. Dhiraj Kumar Pal (Assistant professor)** for his continuous guidance and motivation and for helping in whatever capacity he could at various stages in the project. I really appreciate their involvement in the project and their regular advices that helped me refine the project as I went along and also inculcate all the points that help significantly with the growth in my learning.

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Rohit Kumar Yadav

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EXECUTIVE SUMMARY

- **Title of the Project:** “A Study On E-Commerce Industry With Reference To Flipkart And Amazon”

- **Functional Area:** Marketing

- **Why is the Particular topic chosen?**

E-Commerce industry is growing at faster rate & it has changed the buying pattern of consumers. This industry uses different technology to provide better shopping experience to the customers.

Objectives and scope of study-

- 1) To study the consumer satisfaction while buying the products online.
- 2) To study the measures & approach taken by E-commerce players to attract customers.

Methodology to be adopted- Primary and Secondary data will be use in this project

- **Data Collection Source-** Newspapers, Flipkart & Amazon websites, Journals

- **What contribution would the project make?**

This project will help us to understand the E-Commerce industry and there schemes, technologies to attract customers.

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