

## **CERTIFICATE FROM THE INSTITUTE**

This is to certify that the Dissertation Project Report titled **Developing Omni-channel supply chain for retail sector**, is a bonafide work carried out by **Mr. Abhijat Kumar** of MBA 2012-14 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Mr. Vikas Gupta  
(Assistant Professor)

Prof. P.K.Suri  
(Head of the Department)

Place:

Date:

## DECLARATION

I **Abhijat Kumar**, student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Dissertation Report on **Developing Omni-channel supply chain for retail sector** 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 other Degree, Diploma and Fellowship

Place:

Abhijat Kumar

Date:

## **ACKNOWLEDGEMENT**

It would be prudent to commence this report with an expression of gratitude towards all those who played an indispensable role in the accomplishment of this project by providing their valuable guidance.

I owe an enormous intellectual debt towards faculties of Delhi School of Management and thank **Prof. P.K. Suri, Head, Delhi School of Management** for his continuous encouragement throughout the duration of course.

I would like to extend my sincere gratitude to **Mr. Vikas Gupta, Assistant Professor, Delhi School of Management**, for his guidance and support.

Abhijat Kumar

## ABSTRACT

“Omni-channel” has become a buzzword in retail for good reason. New technologies and better data bring the longtime dream of a unified cross-channel shopping experience within reach. In practice, however, most retailers still fall far short of achieving this vision.

Consumers, on the other hand, have already embraced seamless shopping across channels. Armed with smartphones and tablets, shoppers go back and forth effortlessly between the real and digital worlds.

They’re using their phones while in stores to research products and compare prices. They’re ordering online and then picking up in person. And they’re consulting friends near and far wherever they may find themselves contemplating a purchase. Every day, more of them come to expect an Omni-channel experience.

Why are retailers lagging behind consumers? First, most sales still happen in brick-and-mortar stores, hiding the revolutionary effect mobile devices are having on the shopping experience and lulling some retailers into complacency. Second, Omni-channel is hard. Not only does it require retailers to adjust business operations and link databases, it’s very difficult to judge which innovations make a difference. Retailers are far from mastering cross-channel attribution.

This report looks at the current state of Omni-channel supply chain and the transformation of the consumer into an Omni-channel shopper. It also examines key roadblocks in implementing the Omni-channel supply chain and what are things that retailers need to equip in order to provide the customers with seamless integrated shopping experience.

# Table of Contents

1.	Introduction .....	1
2.	Objective of the study .....	6
3.	Literature review .....	8
3.1	Theoretical Framework of Maximizing Profitability by Channel Addition .....	8
3.2	Conflicting Hypotheses Surrounding the Impact of the Internet on the Retail Industry .....	9
3.3	Rise of Omni-Channel and Implications for Contemporary Retailers .....	10
3.4	Omni-Channel Retailers and the Future of Physical Stores .....	11
3.5	Summary of the Current Retail Environment and Literature Reviewed .....	13
4.	Research Methodology .....	14
5.	Findings .....	16
6.	Recommendation .....	20
7.	Conclusion .....	29
8.	Limitations of the study .....	30
9.	Future scope of the study .....	30
10.	References .....	31