

**REPORT  
ON  
STUDY OF INDIAN TRANSPORT SECTOR AND  
DEVELOP BUYER SELLER MARKETPLACE IT  
MODEL**

**SUBMITTED BY:**

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**2K12/MBA/04**

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## CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled **STUDY OF INDIAN TRANSPORT SECTOR AND DEVELOP BUYER SELLER MARKETPLACE IT MODEL** is a bonafide work carried out by **Mr. AKASH JAIN** 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.

Signature of Guide

Signature of Head (DSM)

Seal of Head

Place:

Date:

## DECLARATION

I **AKASH JAIN** student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that dissertation Report on **STUDY OF INDIAN TRANSPORT SECTOR AND DEVELOP BUYER SELLER MARKETPLACE IT MODEL** 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.

AKASH JAIN

PLACE:

DATE:

## **ACKNOWLEDGEMENT**

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## **Executive summary**

The problem described in this report refers to the inefficiency in the Indian Transport system arising due to high fragmentation in the industry and a gap between the demand and supply in the market. A primary as well as secondary research was conducted to study the issues and a thorough verification was done. There were a couple of issues that were majorly identified but the fragmentation issue was studied in detail.

### **Proposal**

The report proposes a solution to the problem stated above. The proposal proposes the setup of a transport marketplace that would help to bridge the gap between demand and supply of transport service. The proposed name of the company is Fataakship.com. The platform provided by the company would help the transporters search for consignment owners and vice versa and facilitate a smooth business between both of them.

### **Service Concept**

Fataakship.com would be used by transporters as well the consignment owners to increase efficiency of their business. The transporters would bid their lowest price for the loads posted by different consignment owners based on their requirement of load. The owners would then evaluate and select a bid based on the freight rate and star rating of the transporters. A supplementary service named Expresstruck will also provide an opportunity for transporters to maximize their profit and load utilization by posting unused or empty space in their moving or 'about to leave the destination' truck.

### **Revenue proposal**

The project aims at generating revenues from advertisement spaces and also by charging a nominal transaction fee. But as a part of initial penetration strategy, we will allow free use of the website for about 4-6 months and then charging nominally from the transporters based on the market response. We propose to keep the system free for consignment owners for lifetime.