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A STUDY ON WAREHOUSE OPERATIONS IN SWIGGY AND ZEPTO INSTAMART WITH SPECIAL REFERENCE TO CHENNAI.

¹AJESH KUMAR M.N, ²DR. A. POOMAGAL

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Abstract

Warehouse management is one imperative function in Logistics operation. Warehouse deals with ensuring adequate stock in hand with embracing the production schedule to be smoothly conducted. Secondly, it supports the fulfillment of orders and meeting the demands through supply which will be ensured with effective warehouse management. In the current speedy era, there are plenty of marts taken incarnations in the market which are functioning with warehousing operations. The top most marts such as D-mart have conquered the markets and customers with price aspects and endless supplies at any time. Delving deeper into understanding the performances of the online marts, there are many upcoming players in online marts like big basket, and many others who are capturing the needs of the customers hence there is a need to examine their performance of warehousing and how it is helping in achieving the organizational goals. Thus, the researchers attempted to study various previous research on warehousing operations and performances. It was observed that there are no studies in examining the warehousing operations pertaining to the upcoming players. Hence, this study is aimed to examine the warehouse operations in Swiggy Instamart and Zepto Mart. This researcher has examined the perception of operations like packing, putaway, damaging, and racking of goods. This study also aims to study how goods are checked and packed for delivery to the customers. Comparing those responses and analyzing the data is the key motive of this research. Sample Units used in the study are Swiggy Instamart and Zepto Instamart. Samples are the people who work in the warehouse. The Data were collected from both Swiggy and Zepto Instamart using in-depth interviews.

Keywords: Swiggy Instamart, Zepto Instamart, Big Basket, Warehouse, Operations, and Goods

¹Student, 2nd year MBA, School of Management, Hindustan Institute of Technology and Science, Chennai. Email: 21240014@hindustanuniv.ac.in

²Assistant Professor III, School of Management, Hindustan Institute of Technology and Science, Chennai. Email: poomagala@hindustanuniv.ac.in

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INTRODUCTION

The warehouse operation includes receiving goods, storage, order picking, and shipping. The two basic warehouse operations are picking and packing, the two core functions performed in the warehouse. The leading role of the warehouse is contributing storage space for the backlog, material, or other items, Securing the goods, Shifting goods, Budget, and price standardization. A leading role of warehouse means, it will offer a place to store the goods for inventory and equipment used for handling the goods or other items used in the warehouse for storing the goods. In the warehouse they will secure the goods based on the product, if they have a cold item, they will secure it from a warm area and they will shift it to a cold area. For instant, if they have a stock of cement product means they will shift it immediately from an open area to a closed area to secure the product from rain. Sometimes in the warehouse, they have a situation to change the product location within the warehouse because of some inevitable reason, so the warehouse holder or the employee will change the location from the old place to the new place. After changing the location for the product again they should update the product location the system or the device that they were using to find the location for the product. To reload the product in the warehouse again they should pay the amount for the vendor to receive the goods at the warehouse. so, they should use the budget for receiving the goods. The price of the product should be standard, then only the customer or end user will get a product regularly from the particular warehouse. Because of this, they will earn more profit, and also, they can improve the business with the help of the profit that they earned.

Most of the activities done in the warehouse are receiving goods, Determining the products, picking goods, and dispatching shipments. Verify the items with the order and the bill of loading. Check the numbers.

Examine any damage and, if necessary, write up damage reports. Inspect the products as necessary. The proper stock-keeping unit (SKU) number (component number) is used to identify each item, and the quantity received is noted. Select the items you need from storage and bring them to a marshaling location to do further processes like packing etc. Orders are packed, shipping paperwork is made before the goods are stuffed into the truck and products are stuffed into the truck to move to the destination area.

REVIEW OF LITRERATURE

Warehouse Management Systems (WMSs) were created for monitoring, tracking, and controlling warehouse operations, but as the market has become more dynamic, the efficiency of the traditional systems has decreased and they are no longer suitable for the demands of the market, which is why new technologies have begun to emerge for such applications, (**Hamdy et al., 2018**)¹.

This involves supply chain procedures including sourcing, moving, warehousing, inventory control, replenishment, and cold chain management. The enterprise logistic function is known as warehousing is in charge of managing inventories and providing storage space from the point of receipt of supplies from suppliers to the point of consumption. The receiving, organization, fulfillment, and supply processes and areas, as well as areas like integrating and maintaining tracking software, are all key components of warehouse operations, (**Sivakumar, V., & Ruthramathi, R. (2019)**)²

A warehouse should primarily serve as a transshipment location where all received items are sent out as quickly, effectively, and efficiently as feasible. They are not there to endlessly store items. In order to meet the demands of customers for deliveries that are complete, on schedule, and undamaged, today's warehouses and

fulfillment centers are becoming increasingly important, (Richards, G. (2017))³

When goods are delivered to a warehouse from an internal source, they are picked, stored, and shipped to a third party, (Smith, J. D. (1998))⁴

The administrative procedure for keeping goods, including reviewing and rechecking before the goods are placed in the stock area, and asking and reminding packing personnel in the warehouse, is in compliance with the standards established by the company, (Octaviani, A. (2022))⁵

The warehouse serves as a hub for the business environment as a whole, the market, customers, suppliers, and manufacturing lines. The department in charge of checking in arriving components from outside suppliers is known as "goods inwards," which is a component of warehouse activities, (Gunasekaran et al., 1999)⁶.

The warehouse system has an impact on the size and use of warehouses as well as the effectiveness of storage activities, (Saderova et al., 2021)⁷.

The complexity of a warehouse is defined by the quantity and variety of goods that must be handled, the degree of their interaction, and the quantity, type, or technologies, and the variety of processes that must be used, (Faber et al., 2002)⁸.

The main task of a warehouse management system is to convert information from a higher-level host system, which is typically a warehouse management system, for use in day-to-day operations. The common goal is to ensure that information is stored in one system or collected automatically so that

warehouse workers do not have to re-enter it. The interface used to manage operations-level processes, people and equipment is often a warehouse management system, (A et al., 2012)⁹.

In order to provide their customers with goods and services quickly and affordably, businesses are working to improve inventory control. Inventory control unquestionably improves business performance. Effective business operations translate into lower costs and, eventually, more profits thanks to better inventory control, (Ndlala et al., 2017)¹⁰.

Conducted a study with 112 samples and studied that Services offered to customers are very important in determining Supply Chain Management. It is also observed that Customer service is key to the effectiveness of supply chain activity, (Afsar & Poomagal, 2023)¹¹.

Conducted a study while collecting data from 104 samples and revealed in their study that, Last minute bulk order Priority is 1st ranked problem faced by the 3PL and Exporters, (Ahamed & Poomagal, 2023)¹².

OBJECTIVES OF STUDY

The study aims to analyze the following objectives

- To gather and analyze the warehouse operation in Swiggy Instamart and Zepto Instamart with special reference to Chennai.
- To learn about various functions that contribute to effective warehouse operation that results in better supply chain management.

RESEARCH METHODOLOGY

This research is based on qualitative research, the researchers collected data from the units of Swiggy Instamart and Zepto Instamart using an in-depth interview method with each sample unit. The researcher used semi-structured and open-ended questionnaires to collect the required primary data.

LIMITATIONS OF STUDY

The lack of sufficient data and sources is one of the limitations of the research. The findings of the study are applicable only to Swiggy and Zepto warehouse operations. The time duration of the study is between January 2023- March 2023.

FINDINGS OF THE STUDY

- It is observed from the research that, the Swiggy and Zepto Instamart earn a profit of more than 3 crores annually.
- Both the warehouses of Swiggy and Zepto provide training to their employees after recruitment.
- It is revealed through this study that the warehouses use manpower and human resources for placing the products in the respective stops.
- The first In First Out (FIFO) method is used in the warehouse operation to maintain the stocks in it.
- The major finding of the study states that Swiggy Warehouse operations are concentrating exclusively on identifying the product's expired date and it is not observed in Zepto on par with Swiggy's perfection.
- Expired goods are mostly replaced on time in both domains. The updates on the inventory count and its control are automatically sent to the vendors in Swiggy but, it is not the same practiced with Zepto.
- The required products and materials

are supplied by the respective vendors of both Swiggy and Zepto.

- It is found through our research that, the “**Put-away**” process is done while racking the products in the Swiggy warehouse, whereas it is not done as the same in Zepto.
- Both domains provide Invoices to every customer for every order. The products ordered by the customers are packed and delivered to the customers by both Swiggy and Zepto.
- An effective strategy for customer retention is adopted such as defective products/mismatched products being replaced or it is ensured to refund the money.

CONCLUSION

The study aimed to analyze the effectiveness of warehouse operations in Swiggy Instamart and Zepto Instamart. The study revealed the entire structure and how the warehouse operations are managed with both the top most players in the industry (Swiggy & Zepto). From the various analysis of the data, it is found that Swiggy Instamart is playing far better than Zepto in terms of warehouse operations. Zepto is considered one of the newcomers into the Last Mile Delivery operations and hence it is suggested to equip its warehouse operations in order to sustain itself in the industry for the longer future. Zepto is found to be a non-user of any software in managing the warehouse operation, but Swiggy is using MIM which is used for marking the damaged goods, bar code reading, daily updates on stock, marking the expiry goods, etc. Thus, it is suggested to Zepto Mart utilize any software which will improve its efficiency in warehouse management.

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