

Product details



[A Flip of Trust with a Discount on Cart: A Case of Flipkart Flip-Flop](#)

Case - Reference no. 516-0187-1

Subject category: [Marketing](#)

Authors: [Himanshi Tiwari](#)

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About

Abstract

E-retail being the next big thing amongst marketing channels, due to its infancy, poses a lot of challenges for the firms. With the advent of e-retailing and online shopping in full swing in this distinctive country, India the story of caveat emperor has now taken a complete 360 degree move saying, caveat venditor with dotted line. This case is an effort to bring forward the complete picture of events that took place on and after Big Billion Day of Flipkart and leave the stage open for the readers to interpret, analyze and decode the intended and accidental episodes. An effort has been made to present the situation in two perspectives: from the perspective of a common buyer who is looking for an original product from a trusted seller on best possible terms; and from the seller's perspective who is aware of the rising competition in e-retailing and is hoping to grab a significantly big piece of the pie much quickly and hastily before anyone else. These quick and unplanned decisions and their effects in the market have much learning that a management graduate and a budding entrepreneur would love to have before jumping into the waters and making their own mistakes. As they say, 'Experienced are those who learn from their mistakes and wise are those who learn from other's mistakes.'

Settings

Location: [India](#)
Industries: [e-Commerce](#); [Online marketing](#)
Size: Internet based marketing
Other setting(s): Oct 2014

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