CASE STUDY ON YAANTRA.COM
(An approach to promote online B2B sales)

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ABSTRACT

In this era of digitalization, millions of users buy refurbished smart phones across India believing that they would rather use an old phone with the features they then settle for a new phones with lower specs. Yaantra.com as a new platform, started offering users with dependable technical support and quality repair services in consumer electronics. i.e mobiles, tablets, smart phone, ipods. The ascent of yaantra.com to capture the online market in India and the strategies implemented by it to create online business, its ability to tie up with numerous mobile retail shops for the goodwill and popularity in the online market. This case study aims to understand the marketing strategy, brand awareness, SWOT Analysis and functioning of yaantra.com and also aims to overcome the challenges and provide the feasible solutions.

Keyword : Digital promotion, refurbished smart phones, brand awareness, market analysis.

INTRODUCTION

Yaantra.com has been rebranded itself from Gadgetwood where as Gadgetwood is a brand agnostic company into repair and support services for mobiles and tablets. Yaantra formally known as Gagdetwood in April 2013 with a vision to build India the first service brand of smart phones and tablets. The co-founder and CEO of the company is Mr. Jayant kumar jha, Mr. Ankit saraf(CFO) and Mr. Anmol gupta(CTO).It operates exclusively in India, where it is headquartered in New Delhi .During it's initial year yaantra focused only on repair services and soon after it started offering the refurbished mobiles and accessories to customers. Today the company operates in ten cities in the country and offers on demand doorstep repair services to consumer, SMB's, OEMS and sells refurbished smart phones.

HISTORY AND THE FUNDING

Yaantra.com is a startup company in India. These co-founders Mr. Jayant Kumar Jha, Mr.Ankit Saraf, and Mr. Anmol Gupta after completion of the B.Tech from Delhi thought of starting their own business and after then they started the repair and services business of smart phones and tablets in a small garage. Within a few months their business expanded and made the customer

1

satisfaction. As yaantra customers were getting the real value of their product. By seeing the growth of the business Carpediem capital and Duane park as the investor company shown their interest to invest for the better growth of the company.

After getting the success, as part of the transaction and to strengthen governance, Mr. Anurag Bhargava of Duane park has joined the company as a chairman. India focused private equity firm Carpediem capital managing director Mr. Abhishek Sharma has also joined the company's board. So this board was added for the growth of the company.Yaantra.com also looked forward for their funding from other private companies.

In the first round, Mr. Nitin singhal of Fresco global supported in funding the amount* In the second round, Mr.Ajai chowdhry of HCL, Mr. Ashvin chadha of north India Sotheby's international Realthy, Mr. Yogesh Bansal of Apna circle.com and India Angle Network supported in funding for gadgetwood.

OBJECTIVES

1.The main objective is to provide a e-commerce platform for the mobile retailers and give them the opportunity to start a B2B business with yaantra.com which would help them for growth in the market.

2.The main target is to enter the city like Kolkata, Ahmedabad, Lucknow, Indore, Bhubaneswar and create a brand awareness.

3.The main target in few years is to enter into the global market.

RESEARCH METHODOLOGY

Secondary data which have already been collected and analyzed by researchers. In this Case study information are taken from various sources like newspapers, internet, books, etc.

BUSINESS MODEL

As the smart phones are expanding and replacing the feature phone rapidly in the market. Smart phones are being used to access internet as well as for the application usage. In today's date , this devices is more or less having a great value in everyone's life. But a true fact is also that a potential customer can only buy a new branded smart phones. For the bottom of line people its only a dream to buy a new branded smart phones.

 *Funding amount is not disclosed

The ideal way to shop for a smart phone is to look for a good brand that fits the consumer's budget. So here yaantra brings the solution ** "Refurbished phone" for those customer who can buy a Branded smart phone within their own budget.

Sales team as the backbone of an organization plays a vital role in this business process. As sales team of different areas in different cities visit the mobile retailers and while explaining the company profile and the business, in between installs a application which is called "Yaantra retail" in customer's mobile exclusively for the mobile retailers.

After the installation of the application with all the details filled up by the customer are being verified by the verification officers of the company. Now the application is been ready to be used by the customer's. yaantra have provided a online ,B2B business platform to the customer's where they can easily access the application and order the different branded refurbished smart phone ***category wise as well as the accessories for their business.

The retails are getting the benefit of cash on delivery option as well as five days of testing period. After selling the refurbished mobile to the customer, if any problem occurs(hardware as well as software problem) in the smart phone then for six month customer's are being provided repairing service from company with zero cost.

Company have also started a new platform of reselling of the smart phones for the customer's who want to sell their pre owned smart phones. For this a different application is being developed .

Yaantra has also partnered with brand like Flipkart and Amazon where all the product are been collected in bulk and processed in the yaantra factory where all these phones undergoes multi-level quality inspection process. So for these restored phones there is a separate expert technical team working on it.

**Most smart phone retailers online have a 10 days return policy. There may be numerous reasons for which a customer would return a phone. One of the primary reasons being receipt of a faulty phone in the first place. These phones then undergo rigorous testing, repair & certification process, before they are resold under the new label, as 'refurbished phones', with a back-up warrant
.***category
Product category- unboxed, refurbished, pre owned.

Category A- as good as new, no dents & scratches. Category B, C- as good as new but
slightly dent & scratches visible. Category D,E- facial , clearly dent & scratches are visible.

3

MARKETING STRATEGY

Yaantra.com as been mostly marketed by word of mouth. Creating a brand awareness by installing the yaantra retail application in customer's smart phones is a way to reach online world. So all is to create a great customer experience with refurbished smart phones.

ADVERTISEMENT & PROMOTION

For all the companies, Advertisement & promotion is foremost important tool. Companies spend most of the amount for Advertisement so that their brand get popular among the customer's. Here yaantra.com has excellently promoted their business by visiting the customer in different area of different city and explaining the details of the business as well as took the online platform for their promotion through yaantra retail app. This activity done for the Advt. and promotion optimizes the Advt. cost of the company. This is a unique strategy developed by the company which differentiate them from other company .

SWOT(Strength Weakness Opportunity Threat Analysis)

SWOT	HELPFUL	HARMFUL
INTERNAL FACTOR	STRENGTHS: -Brand -Network reach -Advertisement & promotion	WEAKNESS: -Higher cost -Delivery -High level of competition.
EXTERNAL FACTOR	OPPORTUNITIES: -Rural market -Mobile application	THREATS: -Customer loyalty -Newplayerssuchas Overcart.com,Gobolin, greendust.com.

CHALLENGES

As per news reports, India has an unorganized market of 70 million refurbished smart phones with 35% year-on-year growth rate. It is also believed that refurbished handsets will trigger internet penetration in rural as well as metropolitan region of India in times to come.

Despite of all the challenges and difficulties yaantra.com stood as a organized and a certified company in India. Got best super startup asia 2018 award for phenomenal growth and global recognition. Starting business with only repairing of smart phone and tablet service to doing business with online platform is a proof of facing a great challenge and achieving success over the tread modern of online market. Yaantra.com is an inspiration to all the start-ups who are struggling to achieve their milestones.Yaantra.com saying for his customer-

"we have got you covered"

SUCCESS OF YAANTRA.COM

1**.**Providing the refurbished smart phones at the affordable price to the customer.

2.Providing the six month of warranty for the refurbished smart phones is the most important for the buyers and this satisfies the customer.

CONCLUSION

Online retail industry has captured the market and the E-commerce is just hotting up in India. Yaantra has also aimed for delivery of service digitally as well as the product the company provide would be a means of accessing the web and applications that connect people to digital services. Yaantra as a dynamic team that has evolved sophisticated repair and delivery operations with a focus on quality and customer satisfaction. As yaantra future expand across India, it will be leading a large consumer retail organization.

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