

Case Study

Design Thinking Approach for a B2B Kirana Store

About Client

A Start-up working towards establishing a B2B Kirana Store

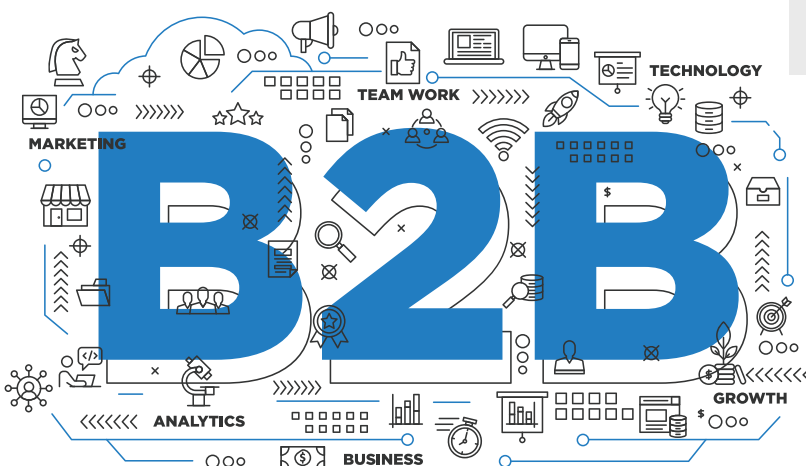


Objective

The program aimed at dealing with the pressing problems in the mostly unorganised Indian retail sector. The idea was to develop a solution that could essentially change how local retailers operate and source their stock replenishment supplies today by creating a B2B platform that Indian neighbourhood shops could use to place orders on their smartphones to restock their inventory

Challenges

- How to establish a long-term partnership with FMCG Distributors?
- What modification can we make to better compete with the market?
- How do we develop within the current constraints and future proof our market?
- Is the plan sufficient to compete with the current market and make a lasting impression?



Design Clinic Methodology

With the implementation of a Design Clinic Approach, team interviewed target audiences of small retailers and asked following questions:

- What problem do you face while serving the order?
- What average profits do you make per order?
- How many customers do you serve in a day, week or month?
- How many permanent customers do you have?
- How many repeat customers do you get?

The initial research and feedback from 50 retailers across their respective areas of study revealed pain points associated with accessibility, long waiting period, and stockouts.

The team used an affinity diagram to group concepts that appeared to be connected after collecting all the information.

Some areas of the city are inaccessible to suppliers. Mostly, retailers have to rely mainly on a single supplier who has been acting erratically. It was observed that the suppliers do not offer adequate flexibility and have a strict credit duration. As a result, there are limitations on how frequently the retailers may place orders. Another major pain point was that the delivery period typically lasts between 5-7 days and occasionally ten days.

The supplier's personnel often pick up the orders when they arrive at the stores during normal business hours. Any request made after this time is frequently ignored or unavailable.

To create a successful product, it is essential to comprehend the demands of stakeholders. Thus, a persona is created to understand the pain points of stakeholders and end users.

After this brainstorming was done to generate ideas to solve the problems. The team did the prototyping based on journey maps and personas.

While talking with Kirana Store owners, we had to reflect upon our ideas once again as their were some unanswered questions left in our mind. Following which more iterations were carried out to create better and more varied solutions.

During subsequent deep dives into solutions, we came to realize that it is getting harder for local Kirana store proprietors to establish themselves and thrive in such a cutthroat industry with the emergence of online grocery store chains and supermarkets. The keys to survival are an effective supply chain, in-depth inventory knowledge, and speedy order processing.

Conclusion:

Small merchants across the nation will be given top attention by the company, and a lot of focus will be placed on allocating proper resources to the supply side of the business. The retailers can place their orders at any time, irrespective of their previous orders or ongoing credit period.

Additionally, the delivery partners would guarantee the same within 24 hours. In places where this assured delivery is possible, the service will be made available. Two-wheelers will be used by the last-mile delivery partners to ensure enhanced mobility.

The advantages for local merchants would include a 24-hour ordering option, quicker stock replenishment, and access to a larger selection of products on a single platform with numerous payment options.

One of the solutions involving delivery partners on a commission basis would be a practical substitute for small-ticket purchases in a dispersed region, saving money, adding value, and generating a quick stock replenishment process, especially for local small shops. Solutions emerge as people employ modern methods like Design Thinking even in centuries old retailing business. Modern times demand modern methods, systems and processes, and the Design Thinking Approach helps develop them through a thorough understanding of parameters that play a role in defining a success or failure. Let the best man win - the one who modernizes and evolves with time.

