
Ebook It Happened In India By Kishore Biyani Full Download (pdf)



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com, he became an internet entrepreneur, and eventually a business tycoon in India. Kishore founded BIG, an online platform that connects brands with sellers. The company's success over the years is due to its innovative online platform, the unique proposition of BIG and the great partnerships it has established. Originally starting out as a wholesale distributor of fabric, Kishore Biyani started BIG in 2005. What began as a one-man operation at Biyani Homes, grew into a company of over 900 employees, a retail outlet in Mumbai and a delivery network across India. What I wanted to tell you today is that the most powerful change agent in the world isn't a religious leader, a political leader, a business leader or a person who gets on TV and blusters around – it is the customer. The customer is the most powerful force in the world." Today, we are more than 1000 employees strong, with over 250 stores and a delivery network of more than 5000 last mile retailers. More than 90% of Indian householders purchase at least one product on a website daily. At the BIG.com office in Mumbai, the average time to sell a

product is 40 minutes from uploading the details to accepting the payment. The operational cost to sell a product on our platform is at less than 2 percent of the traditional model. Our pricing strategies, innovation in the category and operational excellence are all designed to help customers get what they want at the best possible price. So to all of you who are successful entrepreneurs, and have started your business based on the idea of a customer, who have managed to make your business work, I thank you. All of you are leaders. If you have a business that is not built on the premise of the customer, you will not be successful over time. To all of you who sell your products on our platform, thank you. We appreciate the trust you have put in us. And to all of our partners, I thank you for making BIG.com an exciting and innovative platform. BIG is now an iconic company, which has had a big impact on the Indian consumer market and Indian ecommerce. As the leader in the market, BIG has a vast majority of the market share and also has the most unique proposition – a platform that connects brands with sellers. We are a customer-centric company and our brand stands for modern and fresh ideas for modern India. The Indian 82157476af

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