

A MINI PROJECT REPORT

ON

“A STUDY ON SUSTAINABLE BUSINESS MODELS ACROSS THE CONSUMER INTERNET STARTUPS IN BANGALORE”

Mini Project Submitted in Fulfilment of the Requirements for the

Award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

From

BENGALURU CITY UNIVERSITY



Submitted By

AYESHA SULTANA

Reg. No. MB206209

Under the Guidance of

Prof. RIZWANA KHANUM

Asst. Professor, AIMS



AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

Affiliated to Bengaluru City University

(2020-2021)

CERTIFICATE OF INSTITUTE

This is to certify that this Project entitled **A Study on Sustainable Business Models Across the Consumer Internet Startups in Bangalore** has been successfully completed by **Ayesha Sultana** bearing **Reg NO. MB206209** during the year **2021-22** and the report is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by **Bengaluru City University** under the guidance of **Prof. Rizwana Khanum**.

Place: Bangalore

Date:

Dr. B.A. ANURADHA

Principal

CERTIFICATE OF GUIDE

This is to certify that this Project entitled **A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore** submitted by **Ayesha Sultana** bearing **Reg No. MB206209** is an original work of the student and is being submitted in partial fulfilment of the requirement for the award of the degree of **Master of Business Administration** of **Bengaluru City University** under the guidance of **Prof. Rizwana Khanum**. This report has not submitted earlier either to this University/Institution for the fulfilment of the requirement of a course of study.

Place: Bangalore

Date:

Guide's Signature

PROF. RIZWANA KHANUM

CERTIFICATE OF HEAD OF THE DEPARTMENT

This is to certify that this Mini Project is submitted by **Ayesha Sultana** is an original work of student and is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** under the guidance of **Prof. Rizwana Khanum**. This report has not submitted earlier either to this University/Institution for the fulfilment of the requirement of the course study.

Place: Bangalore

Date:

Prof. DEEPAK SINGH M.C

Associate Prof. and HOD



CERTIFICATE OF ORIGINALITY PLAGIARISM

Name of the Student: **Ayesha Sultana**

Registration Number: **MB206209**

Title of the Project: **A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore**

Name of the Guide: **Prof. Rizwana Khanum**

Similar Content (%) identified: **6%**

Mini Project Submission ID in Turnitin: **1736015061**

The project report has been checked using the plagiarism software and found within limits as per plagiarism policy instruction issued by university (CBMS). We have verified the contents of Mini Project report as summarized above and certified that the statement made above are true to the best of our knowledge and belief.

Guide

Prof. RIZWANA KHANUM

Principal

Dr. B.A. ANURADHA

STUDENT DECLARATION

I hereby declare that the Project Report entitled **A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore** has been prepared by me under the supervision and guidance of **Prof. Rizwana Khanum**, during the year 2021-22 in a partial fulfilment of the University regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any University or Institution for the award of any other degree or diploma.

Place: Bangalore

Date:

AYESHA SULTANA

Reg No: MB206209

ACKNOWLEDGEMENT

This Project has been a great learning experience in value source of knowledge and information for me, which was only possible through the guidance and help of some eminent people, to whom I would like to, render my deepest appreciation and regards.

I would like to thank the **Dr. B.A. Anuradha**, Principal Al-Ameen Institute of Management Studies, for giving this opportunity to undergo Mini Project.

I am really thankful to **Prof. Rizwana Khanum**, Assistant Professor Al-Ameen Institute of Management Studies, for her valuable guidelines and suggestions which helped me to structure my Mini Project.

Hereby, I express my deepest thanks to **Prof. Deepak Singh M.C**, HOD Al-Ameen Institute of Management Studies for his constant support throughout the Mini Project.

I am also thankful to **Bengaluru City University** for making this Mini Project a part of our curriculum. It has been a wonderful experience which has helped me gain knowledge and practical exposure in the process of Mini Project.

AYESHA SULTANA

TABLE OF CONTENTS

CHAPTERS	PARTICULARS	PAGE NO
CHAPTER 1	INTRODUCTION	1-18
CHAPTER 2	METHODOLOGY	19-20
CHAPTER 3	SWOC ANALYSIS	21-25
CHAPTER 4	ANALYSIS & OUTCOME	26-30
CHAPTER 5	LEARNING EXPERIENCE AND CONCLUSION	31-32
CHAPTER 6	BIBLIOGRAPHY	33-34

Chapter – 01



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

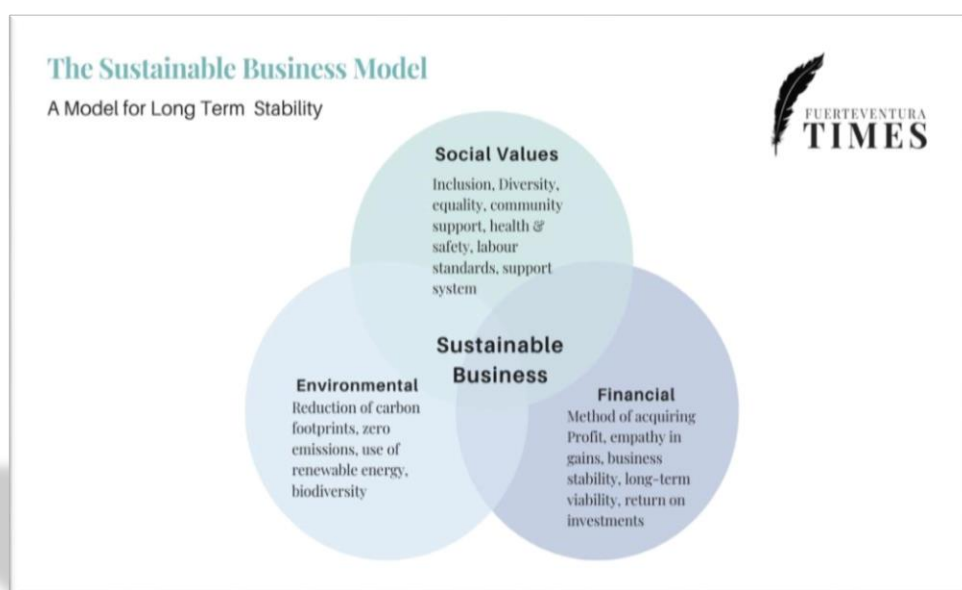
Sustainability Means:

“Meeting the needs of present generation without compromising the needs of future generation”

Sustainable Business Model

Previous business models centred on generating profit for the company’s owner. Internal stakeholders, like as stockholders, were eventually included to the list. These business models, however, are still lacking. This is due to the fact that they do not account for the influence a business has on the rest of the world, as well as the impact of those impacts on the firm itself. A comprehensive approach to business is what makes it sustainable. No business lives in a vacuum; it is part of a larger ecosystem. It relies on a supply chain and a delivery chain at the absolute least. The sustainable value model demonstrates how a company derives value from the ecosystem. An organisation must calculate its impacts on the environment in order to continue creating value from it.

As a result, full or holistic business models can be thought of as sustainable business models. External stakeholders, such as society and the environment, are now included in SBMs. Any value creation model’s computation will be altered as a result of this. To calculate the net value that a firm generates, it must take into account the overall impact of its business operations on external stakeholders.



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

The Sustainable Business Practices

The strategy of an organisation is articulated via sustainable business models (SBMs). An SBM explains how a company does business and outlines the expected effects of any sustainable practises that are recommended. Sustainable practises are particular actions taken by a company to improve its long-term viability. Reducing, Reusing, and Recycling resources or goods are common examples. For example, a corporation may convert to recycled paper, which is more environmentally friendly. Better still, by converting to digital communications, it may be possible to eliminate the use of paper entirely. Similarly, switching from single-portion to bulk-buy food goods can help to decrease plastic waste.



Why should I use a Sustainable Business Model ?

Business executives are being pressured by society to think beyond delivering shareholder profit. People expect businesses to provide value for both the environment and society. Sustainable development is the only way to make long-term financial gains. SBMs must be integrated into the fabric of both new and current enterprises. It's the only method to guarantee long-term viability and survival.



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Benefits of Sustainable Business Model

Companies that adopt long-term business concepts have a better chance of succeeding. The single most effective strategy to secure long-term success is to ensure business sustainability.

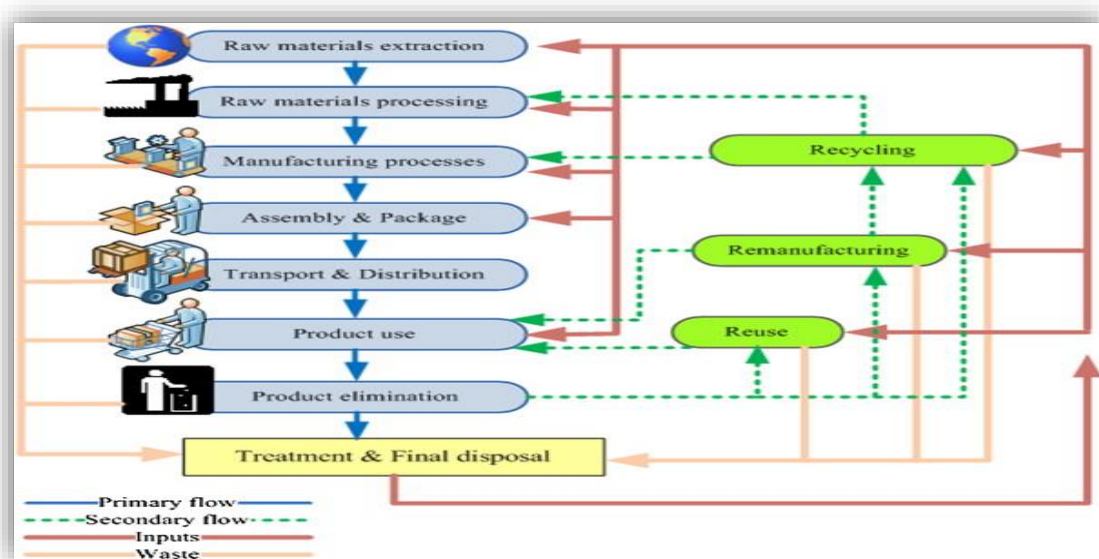
Economic expansion must be accompanied by social value and environmental mitigation. Risks in the current supply and value chain are identified by a sustainable business model. After that, it incorporates innovation to mitigate those risks and ensure prosperity.

Adopting an SBM also aids in the development of a positive brand image. People are becoming more concerned about the effects of corporations on the global environment. SBMs are socially responsible business models that benefit both shareholders and society. This makes them more appealing to environmentally conscious customers and potential employees.

Working of a Sustainable Business Model:

A classic business model explains how a company generates and captures value. It highlights the strategies used by a company in its day-to-day operations. Supply chains, material procurement, and product distribution are all examples of this.

The self-sustainability of a business model is ensured by a sustainable business model. One way it does this is by ensuring that waste is minimised or repurposed along the supply chain. A manufacturing plant, for example, might transport its trash to be used in another industry.



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Consumer based Internet Start-ups in Bangalore

Bangalore, often known as Bengaluru, is India's technology capital. Because of its status as India's main information technology (IT) centre, it is known as the Silicon Valley of India and the IT capital of India. Bangalore has a significant role to play in India's inclusion on the list of desirable locations for incubators and the start-up ecosystem around the world. Bangalore, in reality, boasts the world's third-highest number of tech start-ups. The city has quickly emerged as a playground for such enterprising firms, thanks to Prime Minister Narendra Modi's 'Make in India' initiative and the emphasis on start-ups. The city's work culture and facilities have made it extremely attractive to start-ups, and many enterprises that started abroad have begun to relocate here.

Below are some most famous Sustainable Business Models across the Consumer Internet Start-ups in Bangalore

1. YULU

Yulu is a mobility platform powered by technology that enables Integrated Urban Mobility across public and private forms of transportation. Yulu enables seamless, shared, and sustainable first and last mile connection by utilising Micro Mobility Vehicles (MMV) via a user-friendly smartphone app. The Yulu platform is simple, resilient, and scalable, and it supports numerous vehicles and has a single data architecture. Amit Gupta, RK Misra, Hemant Gupta, and Naveen Dachuri established Yulu in 2017. The firm commenced operations in Bangalore and Pune in January 2018, followed by Mumbai and Bhubaneswar towards the end of 2018. They extended to New Delhi in September 2019 and Ahmedabad in March 2020, reaching six major cities in three years.



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Implementation of Three Pillars of Sustainability by Yulu

Yulu has effectively integrated the three pillars of sustainability in the IT city, namely economic, social, and environmental sustainability. It has established itself as a sustainable means of transportation among commuters and municipal governments. Yulu's adoption and implementation of each pillar of sustainability is addressed in the sections that follow.

Economic Sustainability

Economic sustainability necessitates meeting the needs of the urban population while minimising the impact on the natural environment. Yulu has attempted to establish economic sustainability by providing cheaper ride charges. The auto drivers charge Rs 25 for the first 2 km and Rs 13 for further usage, plus Rs 0.33 per minute of wait time. On top of that, vehicle drivers demand additional payments during non-working hours. A Yulu bicycle ride only costs Rs 10 for the first 30 minutes and Rs 5 for the next 30 minutes. Because no licence or helmets are necessary to ride the bike, it is highly cost effective for riders, and they are free to park it at the nearest Yulu station. This also alleviates the long wait for autos (which generally refuse to go unless they are paid more) and the longer wait for taxis (which is at least 20 minutes during peak hours). For the business, it is a cost-effective approach because each Yulu bicycle achieves its breakeven point between 16–17 months of introduction, whereas Evs hit their breakeven point within 6 months. In recognition of the firm's efforts in the field of sustainability, the Directorate of Urban Land Transport (DULT) in Bangalore has provided 300 parking spaces at no cost to the company. Each vehicle costs around Rs 5,000, and the IOT (Internet OF Thing) gadget that is implanted into the body of the bike costs another Rs 5,000. The overall cost of the bicycle, including assembly and other extra costs, is Rs 12,000.



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Social Sustainability

Social sustainability is accomplished when a company attempts to empower many stakeholders, make their product accessible, encourage community engagement, and increase sharing while maintaining institutional stability. Yulu has a staff of around 70–80 individuals working on the field, assuring local employment, and approximately 60–70 people are part of their technical team. The demand for personnel on the field will grow in the future as the company expands. People may utilise their product outside of every metro station, business complexes, educational institutions, shopping complexes, recreational locations, and residential regions, making it conveniently accessible to end consumers.

Yulu has created a one-of-a-kind solution by giving clients the option of choosing between a bicycle and an EV based on their needs. Yulu cars are allowed to drive in tech parks and smart cities. They also have support for parking vehicles within tech parks and outside metro stations (with the help of regulatory authorities such as DULT in Bangalore) at no extra cost.

Environmental Sustainability

Environmental sustainability necessitates that the business operates appropriately when allocating its resources. It expects the firm to safeguard natural capital by minimising resource damage. Because of the ever-increasing pollution and climate change challenges, millennia's have begun to recognise that environmental safety should be everyone's top priority, and that this escalating problem should be addressed as soon as possible by implementing sustainable business models. As a result, people in general are changing their methods of doing things to be more environmentally friendly. This has fostered green consumerism in the thoughts of customers and sparked the notion of environmental conservation in the hearts of business owners.

Yulu made every effort to ensure that their business model had the least possible impact on the natural environment. Yulu bicycles and electric bikes are the finest initiatives by corporations in their drive to meet people's needs while minimising environmental damage. They also lessen reliance on fossil fuels. The Yulu Parking stations are less demanding for the environment because no extra infrastructure is required. Furthermore, the bike has a very compact design



A Study on Sustainable Business Models across the Consumer Internet

Startups in Bangalore

that takes up less space on the road, making room for other vehicles. Once charged, the car may go up to 70 kilometres. They are inexpensive to operate and maintain. Such MMVs are in high demand throughout all smart cities. As a result, Yulu may be regarded a sustainable business model since it meets the standards of all three components of sustainability.



2. SWIGGY:

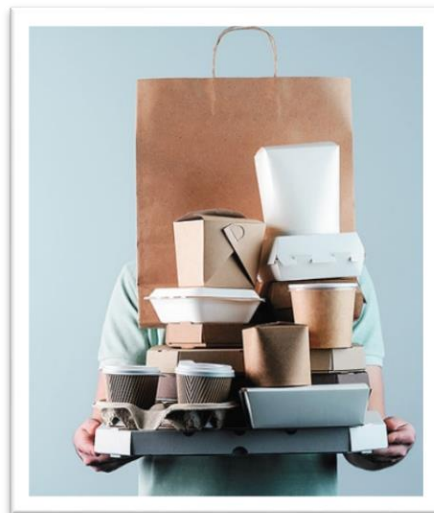
Swiggy was started in July 2014 and is India's largest online food ordering and delivery platform. Swiggy is situated in Bangalore and operates across 500 Indian locations as of September 2021. Apart from meal delivery, Swiggy also offers Instamart, an on-demand grocery delivery service, and Swiggy genie, an immediate gift delivery service. Bundl Technologies Private Limited is the company that runs Swiggy.



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Swiggy launches sustainable food packaging marketplace

Swiggy has launched ‘Swiggy Packaging Assist,’ a marketplace for food packaging for partner businesses. This online company sells a variety of bespoke delivery containers, including dry appetisers and nibbles, gravy, carry bags, paper and pizza boxes, and silverware. The emphasis is on supplying sustainable, eco-friendly, and food-grade approved materials to partner restaurants. The marketplace features 30 goods that are leak-proof, durable, stackable, and heat insulating, to name a few. Many of these are manufactured from recyclable paper or aluminium. Cutlery made of wood is also available. Swiggy noted in a statement that “packaging material for food delivery is riddled with issues.” “We aim to provide easy access to excellent, eco-friendly material to the platform’s approximately 40,000 eateries.” Swiggy has been running a test programme in Bengaluru for the past two months. So far, 300 partner establishments have used the technology to make transactions.



Swiggy goes green! Over 10 lakh deliveries on cycle in a month, also pilots EV in 10 Indian cities

Swiggy, an online food aggregator, revealed that it has completed more than 10 lakh meal deliveries in a month. In addition, the Bengaluru-based unicorn is testing the usage of electric vehicles in its quest for sustainable and ecologically friendly growth, according to the company. Swiggy has announced that it would begin using electric cars for deliveries in ten locations throughout India. The corporation, however, has not published their names. Swiggy claims that electric vehicles are a more sustainable mode of transportation due to factors such as zero

A Study on Sustainable Business Models across the Consumer Internet

Startups in Bangalore

emissions, smaller carbon footprint, and low maintenance requirements. Evs are also 40% less expensive to operate, according to Swiggy, which will “lead to larger effective pay-outs for Swiggy’s delivery partners who would own the same Evs.” Financial Express Online has reached out to the company to see whether this means further job cutbacks for Swiggy delivery drivers.



3. FLIPKART:

Flipkart is an Indian e-commerce business based in Bangalore, Karnataka, India and registered as a private limited company in Singapore. Before expanding into other product categories such as consumer electronics, fashion, home goods, groceries, and lifestyle products, the firm first focused on online book sales. Amazon’s Indian subsidiary and homegrown rival Snapdeal are the main competitors for the service. Flipkart has a 39.5 percent market share in India’s e-commerce business as of March 2017. Flipkart has a commanding position in the clothes market, thanks to its acquisition of Myntra, and is “neck and neck” with Amazon in the selling of gadgets and mobile phones. Flipkart also owns PhonePe, a UPI-based mobile payment service.

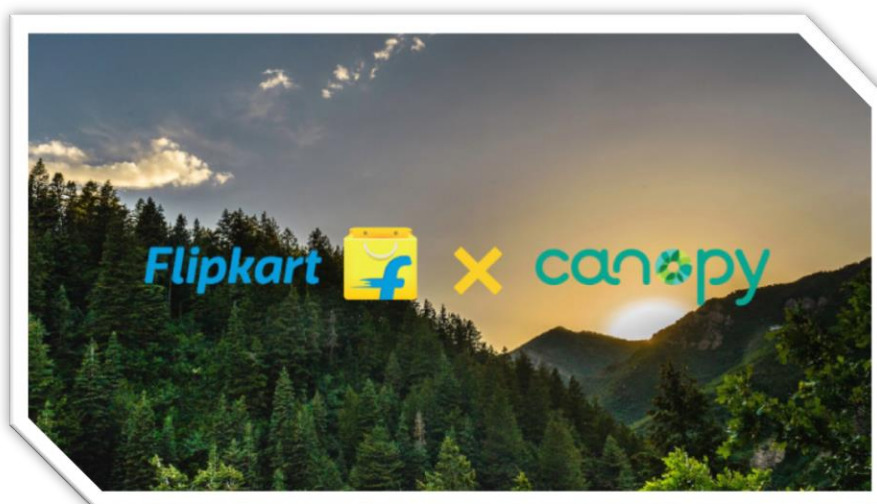


A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Flipkart Group Companies join hands with Canopy to Conserve Forests

Flipkart's supplier chain is empowered to improve global forest protection thanks to its cooperation with Canopy. Flipkart is helping to save the planet's historic and endangered forests by using sustainable forest-derived materials practices. With significant climate change consequences being experienced throughout the world, protection and preservation of the global forest ecosystem is an indisputable necessity of the hour.

Flipkart is responding to a thundering cry for change by being a proactive force for the better through a Sustainable Forest-Derived Materials (FDM) Sourcing collaboration with Canopy, the award-winning environmental not-for-profit organisation. Sustainable FDM Sourcing is a start in the right direction, and it entails identifying alternatives to wood pulp-based goods and ensuring that raw materials are exclusively sourced from certified, sustainably managed forests. We are taking the next step in building a responsible value chain for the Flipkart Group by joining Canopy's flagship programmes, Pack4Good and Canopy Style. We know our work is far from done as we continue to look for ways to decrease our environmental impact across the supply chain, including a promise to eliminate single-use plastic from our own supply chain and a pledge to transition to 100 percent electric transportation by 2030. We aspire to achieve one basic goal through our partnership: to save and protect endangered and historic forests in India and throughout the world.



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Aligning Objectives with sustainable FDM Sourcing

We hope to continue to implement our 5R Circularity strategy of Reduce, Reuse, Recycle, Refurbish, Regenerate with the overriding goal of being more responsible in our sourcing processes. A three-year plan detailing the focal areas of our relationship with Canopy is outlined below.

- Develop a strategy to ensure that all paper, packaging, and man-made cellulosic fibres are sourced in a way that does not threaten ancient and endangered forests.
- Work on collaborative and forward-thinking solutions to safeguard India's surviving ancient and endangered forests, as well as Canopy's worldwide Landscapes of Hope.
- Support procurement and processing procedures that are good for both society and the environment.
- To lessen the environmental impact of the paper and packaging used, implement circular packaging solutions.
- Encourage suppliers to recognise and support the legal rights of indigenous and rural populations to their lands, resources, and territories. Before new logging rights are assigned or plantations are established, necessary measures will be made to acquire their approval.

Packaging goals that have been revised

Flipkart will focus on using recycled materials in packaging over the next three years, in addition to existing initiatives to phase out single-use plastics (SUPs). We'll look into ways to minimise corrugated paper and paperboard consumption, as well as reduce and reuse packaging materials and apply circular solutions. Flipkart will collaborate with Canopy on next-generation solutions from Indian vendors and prioritise packaging with high recycled content, with the goal of achieving an average of 80% total recycled content in papers and packaging in three years. Alternative materials, such as wheat straw or other agricultural leftovers, will be used to make packaging and paper. We will also promote commercial-scale manufacturing of alternative fibre paper, pulp, and packaging.

A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Fabric sourcing objectives

Flipkart's own brands will aim to employ fabric sources that have a low environmental and social effect, with an emphasis on agricultural waste and recovered fibres. In 2022, we will make it mandatory to purchase man-made cellulosic goods that contain at least 50% of these novel fibre sources. Furthermore, a procurement target for these closed-loop systems based on viscose fibre innovation is set for 2025.

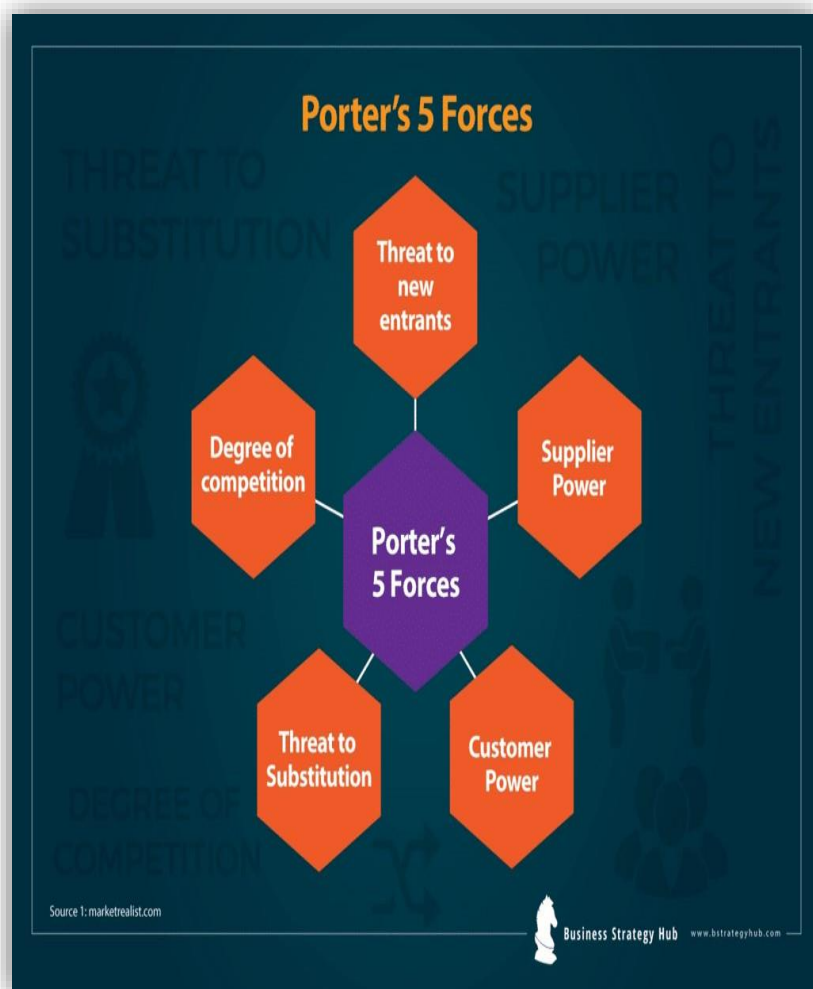


Flipkart's Eco-first milestones

Plastic-free packaging is now a reality in over 70 Flipkart locations, thanks to a strategic change to more sustainable, economical, and scalable alternatives. Paper shreds, replacing bubble wraps with significantly more environmentally friendly carton waste shredded material and 2 ply rolls, replacing poly pouches with recycled paper bags, and more are just a few examples. We have assured that an equivalent number of SUPs are entirely recycled through our trusted network of recyclers in cases when SUPs are simply unable to be avoided. Flipkart is fully compliant with EPR requirements as a result of all of these initiatives, driving innovation toward conservation. We were able to ship roughly 15% of items without the supplementary layer of packing after implementing 'Ecommerce ready packaging.' The main goal is to lessen demand by collaborating with businesses to distribute items in their original packaging. Naturally, all suppliers are urged to use recycled and alternative materials in their products.

PORTER'S FIVE FORCE ANALYSIS ON CONSUMER INTERNET START-UPS IN BANGALORE

A business model is a collection of ideas that provide a value proposition through achieving a long-term goal. The business model outlines how a company produces profit by identifying its place in the value chain. The present problem for firms is to establish via business models that boost customer value and income, as well as to analyse the model methodically. As a result, the research employs Porter's Five Forces model to assess its competitive position. This theory was established by Harvard's Michael Porter, who utilised industrial organisation economics concepts to study five interacting aspects that are critical for a company's ability to become and remain competitive.



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Threat of new entrant:

Many industries' entrance restrictions have been lowered. The usage of the internet has increased the capacity of new rivals to sell their products and services. Formalities of starting a business are no longer required in certain areas, such as selling food through Swiggy or retail sales through Flipkart. It is inexpensive to run an internet business.

Sustainable Strategy – Because the danger of new entrants is small for existing players in this industry, firms in this industry may adopt an expansion strategy to increase market share by extending deeper into the economy.

Threat of substitute product:

This hazard has also grown. A replacement product can be provided quickly and effectively through a different distribution channel. This threat is heightened in industries where switching costs are low and buyer proclivity to replace is strong. For example, online shopping has now surpassed conventional purchasing.

Sustainable Strategy – Developing a distinct product or service will dissuade customers from moving to other brands. Swiggy, for example, has created a differentiator in the shape of a live delivery tracking programme based on routing algorithms. Their logistics workers only handle one order at a time, ensuring that consumers receive their products safely and on schedule. Customers that utilise the services on a regular basis should be exposed to Loyalty Reward Programs. This notion can assist to retain clients in general.

Bargaining power of customers:

Customers negotiating power has now strengthened as a result of technological advancements. Customers may learn more about competing items by using search engines. Customers may now easily transfer suppliers due to the availability of replacement products and minimal switching costs. For example, product prices are updated in real time and can be readily compared before buyers make purchasing decisions.

Sustainable Strategy- Higher customer negotiating power demands less influence on higher management and the bottom line. Organizations must always attempt to gain more potential clients. As the number of customers grows, consumers' bargaining power diminishes; thus, to

A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Overcome this issue, the product offering should be unique in terms of quality service and offers.

Bargaining power of suppliers:

The Internet has now boosted suppliers' bargaining leverage. Manufacturers, company owners, and enterprises may sell their products to customers and clients all over the world. For example, internet retailing and e-payments have made it simpler for providers to reach a larger number of customers.

Sustainable Strategy- To diminish supplier negotiation power, organisations should employ to, create a product line that incorporate several providers. To avoid dependency and a sense of powerlessness, designate at least two vendors. Creating a product line that incorporates several providers.

Competitive rivalry:

The internet has considerably boosted rivals' competitive rivalry. On their websites, businesses have begun giving more information about themselves and their products. Competitors will find it easier to replicate as a result of this. Furthermore, low entry and exit barriers enable new entrants to enter the market without making big capital commitments. Consumer internet firms have been developing and actively selling new features on a regular basis, escalating rivalry.

Sustainable Strategy- Economic performance is declining as a result of increased competition. In the battle for market supremacy, it depletes a large percentage of an organization's resources. Recognizing and bridging differences in consumer perception through raising brand awareness.

A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Statement of the Problem

The existing information covers various start-up business models and strategies, but the key success factor and the stages, process of the sustainable business model which include the formulation and implementation at a company level has not been given in detail.

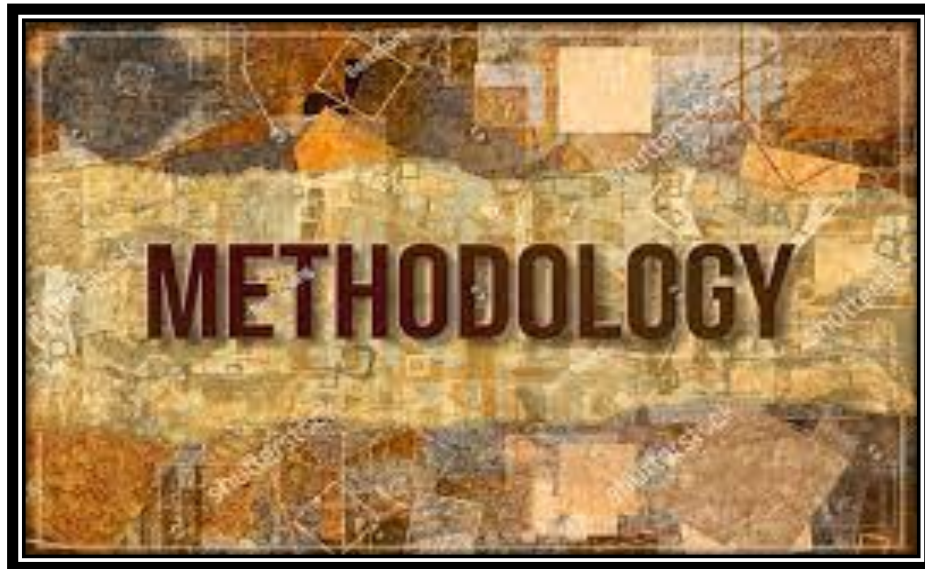
This study helps in understanding the implemented business model for sustainability in Consumer Internet Start-up, existing in Bangalore.

Need of the study

To understand the sustainable business model formulation, implementation and how such models are articulated. So, that the models have been adopted in Consumer Internet based Start-up's.

The study focus on the role of Business models in increasing the sustainability along with model framework, impact on the same success factors at the company context and industry context.

Chapter – 02



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Objective of the study

- To study the efficiency of sustainable business model formulated, implemented and evaluated by the Start-up Companies in Bangalore
- To understand how the sustainable business models are helping in gaining competitive skills.

Methodology of the Research

The research is purely descriptive. The information was gathered using only secondary data. The data collected here is based on the sustainable business models of the internet start-ups based in Bangalore. There are humongous internet start-ups but very few follow sustainable business models. The report contains the sustainable business models of Yulu, Swiggy and Flipkart. The information of these companies was obtained from a variety of sources such as journals, articles and the internet sources.

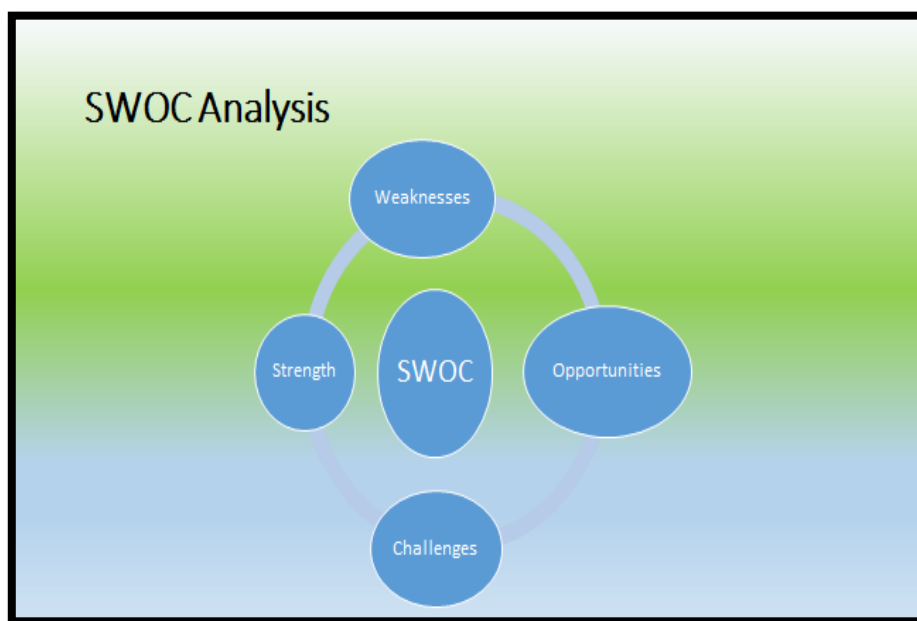
Secondary Data

The present study is basically drawn upon secondary data which are published in Journals, Newspapers, Magazines, Internet websites, various Books related to the topics and other references were made.

Limitations of the study

- Time was a constraint.
- The situation was limited to Bangalore City only.
- Secondary data was assumed to be true and unbiased.

Chapter – 03



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Introduction to the SWOC

A SWOC analysis is a strategic planning technique that may be used to make educated decisions based on collective input from different stakeholders during the curriculum evaluation and revision process. A SWOC analysis may be used as an effective framework to explore and clearly define the strengths, weaknesses, opportunities, and difficulties linked to a current degree programme or major in the context of curriculum improvement. Conducting a SWOC analysis has the goal of identifying major areas for improvement in the curriculum. When undertaken in a collaborative group environment at the beginning of the curriculum assessment process, the SWOC analysis is very beneficial.

STRENGTH	WEAKNESS
• Global Market • Time Saving • Cost Effective • Price/Product comparison • Fast exchange of information	• Security • Fraud • Fewer discount and bargaining • Long delivery timing • Limited exposure
OPPORTUNITIES	CHALLENGES
• Changing trends • Increasing number of users • High Availability • Wide Business Growth • Advertising	• Competitors • Change in environment, law and regulation • Innovation • Privacy Concern

A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

i. Strength

- **Global market**

The main advantage of an internet start-up is the lack of physical barriers to entry; in other words, no brick structure or precise boundary is necessary to conduct business. It helps all businesses to grow to a worldwide level. The growth of global merchants may be aided by the expansion of geographic retail marketplaces.

- **Time saving**

Internet transactions are unquestionably quick. By eliminating physical movement, it saves time.

- **No time constraints**

The notion of online transactions being available 24 hours a day, seven days a week demonstrates that they can be utilised. There are no time limits, so you can go anywhere you want, whenever you want.

- **Price/Product comparison**

Every consumer has the right to information in order to make an informed decision. Similarly, online start-ups provide customers with a place to compare prices and products effectively and efficiently. It will have a lot stronger ability to bargain effectively and efficiently. It will have far more negotiating leverage with suppliers than traditional local or national merchants.

- **Cost effective**

The elimination of a long chain of middlemen, the reduction of the need for physical infrastructure, and the outsourcing of logistics are all helping small businesses compete with the big giants.

- **Fast exchange of information**

The Internet will always provide rapid and accurate information sharing between businesses and customers, as well as immediate, just-in-time responses.

- **Faster buying procedure**

The vendor is only a click away from making a purchase. No physical movement is necessary, and the buyer does not have to search for the correct goods at the right price, which speeds up the purchasing process.

A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

ii. Weakness

- **Security**

The most significant impediment to the growth of online start-ups is security. Customers have long felt apprehensive, particularly concerning the payment process's trustworthiness.

- **Fraud**

Hackers utilise personal and financial information supplied for trading purposes for their own personal gain.

- **Fewer discounts and bargaining**

Discounts are rare in internet stores, and negotiation is impossible.

- **Long delivery timing**

The work of delivery is frequently outsourced to companies who are unconcerned about the seller's schedule. They offer their services whenever it is convenient for them. The delivery time might sometimes take days or weeks, which is something that no one wants to wait for.

- **Limited exposure**

Internet start-ups will have no or limited exposure in emerging areas where the internet is not available.

- **Customer's satisfaction**

Between the buyer and the vendor, there is no physical, personal, or direct face-to-face connection. As a result, there is no way to persuade the consumer.

iii. Opportunities

- **Changing trends**

People are highly sensitive of their brand. They prefer to buy branded items than anything made locally. They will not mind ordering through online start-ups if such items are offered cross-border.

A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

- **Increasing number of users**

The number of people using the internet on a daily basis is growing. People prefer to purchase online since it is more convenient.

- **High Availability**

Business is carried out with each and every click of the mouse. Those who are busy during the day and cannot spare time for themselves have the option to shop whenever it is convenient for them, even late at night.

- **Wide business growth**

Internet start-ups have a broad reach and a long-term ambition. Business was always done in the gaps. Gap filling is a never-ending process; hence business growth is a never-ending one as well.

- **Advertising**

Advertising is less expensive than traditional offline methods.

iv. Challenges

- **Competitors**

Global competition exists in addition to local competition. Every day, the level of competition rises. Large corporations have already made forays into this sector. They are instilling habits in individuals at the expense of their businesses.

- **Change in environment, law and regulations**

Changes in fashion, food, and trends, as well as changes in legislation and regulations, may all be detrimental to online start-ups.

- **Innovation**

Customers nowadays are constantly on the lookout for new items and techniques. Innovation will always put a strain on the consumer's wallet, whether it's in the form of a new product, a new location, a new promotion, or even a new pricing.

- **Privacy concerns** – Fears about information being abused result in spam e-mail and identity theft.



Chapter – 04



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Analysis of the study

Much of the present industrial sustainability agenda is defined by eco-innovations, eco-efficiency, and corporate social responsibility activities. While significant, they are insufficient to bring about the comprehensive adjustments required for long-term social and environmental sustainability.

SBMs use a triple bottom line approach and take into account a wide range of stakeholder interests, including the environment and society. They are critical in generating and executing corporate sustainability innovation, as well as helping to incorporate sustainability into company goals and procedures and serving as a significant competitive advantage driver.

Many creative ways to providing sustainability through business models exist, but they haven't been grouped together under the umbrella of business model innovation. A wide range of processes and solutions that can contribute to business model innovation for sustainability have been discovered through a literature and business practise study. The instances were gathered and analysed in order to find defining patterns and qualities that may help categorise them.

The following required to be altered:

Replace with renewables, and the natural process must be modified to suit the nature of the service. Because “inseparability” is one of the distinguishing characteristics of the service business, where service delivery unites the process and the consumers, but in manufacturing, the process and the customers are separate. As a result, the phrase “substitute with digital processes” is used to underline the importance of the process-customer relationship in delivering value. Traditional paper-intensive services would be replaced by digital operations.

Develop scale up solutions

Scaling up is critical, and it may be accomplished by delivering industry-wide sustainable goods. To reflect this, the archetype's name was updated to “Sustainable financial goods.” Sustainable investment funds are one example of this, as they allow customers to participate and diversify the financing source. As a developing and sustainable scale-up approach for finance, crowd funding might be a good fit. However, based on this research, banks are now not prepared to do so, despite the fact that they might have played a crucial intermediate role.

A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

E-Business Sustainable Marketing Strategy

Some researchers in the field of e-business have focused on the changing nature of customer-firm relationships. The commercialization of e-business has been a particular source of worry. Pauwels and Weiss (2008) investigate “fee and free” business strategies for digital content distribution on the Internet. Their research focuses on the effects of a move from a “free” to a “fee” model on business performance, as well as the function of marketing measures in accommodating this shift. Scholars have also looked at the effectiveness of Internet advertising in this area. Clemons (2009) gives an outline of monetizing Internet apps business concepts. While the majority of attempts to monetize Internet applications targeted at individuals have focused on natural extensions of traditional media or traditional retailing, he claims that there are several potential online business models that are not based on advertising that, given declining advertising effectiveness, may be a better option.

E-Business Sustainable Business Models

Scholars studying e-business as a source of business model research have been primarily interested in the “gestalt” of companies that engage in (new) Internet-based ways of “doing business,” as well as the (new) roles that these companies play in their respective ecosystems. Scholars have defined and depicted general e-business models, as well as constructed typologies and taxonomies, for this purpose; nonetheless, causal explanation and empirical testing appear to be secondary concerns. Their primarily descriptive contributions focus on the concept of value (e.g., value stream, customer value, value proposition), financial elements (e.g., revenue streams, cost structures), and issues connected to the network architecture between the company and its exchange partners to varied degrees (e.g., delivery channels, network relationships, logistical streams, infrastructure). Each of these elements might be part of a general business model or a point of distinction amongst business model variants.

A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Outcome of the study

There are various Sustainable Business Model Archetypes which are introduced in the Consumer Internet Start-ups to identify groups of processes and solutions that might help develop a long-term business model. The goal of these archetypes is to provide a common vocabulary that can be utilised in research and practice to speed the creation of sustainable business models.

- Material and energy efficiency should be maximised.
- ‘Waste’ can be turned into something valuable.
- Replace fossil fuels with renewables and natural processes.
- Rather than ownership, provide functioning.
- Take up the responsibility of stewardship.
- Promote self-sufficiency

Material and energy efficiency should be maximised

The maximisation of material productivity, resource efficiency, and waste reduction is an established theme from the manufacturing industry, and the foundation of most of the existing work on industrial sustainability. This archetype differs from simple process innovation in that maximizing material and energy efficiency should pervade the whole company and, as a result, improve the value proposition.

‘Waste’ can be turned into something valuable.

This archetype aims to reduce industry’s environmental impact by reducing continuous resource demand, closing material loops, and using waste streams as useful inputs to other products and processes, thereby reducing demand for primary extraction and resource depletion, as well as waste to landfill and emissions. As a result, this typology helps to increase resource efficiency. However, in order to have a higher system-level influence, the rate at which new products are introduced must be slowed.

A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Replace fossil fuels with renewables and natural processes.

This typology aims to lessen industry's environmental effect by replacing fossil fuels with renewable resources and natural processes, resulting in far more ecologically friendly industrial operations. It contributes to the larger goal of conserving the planet's finite resource supply while also minimising waste and pollution.

Rather than ownership, provide functioning.

This typology is about moving away from selling ownership of a product and toward a pure service model, which is giving functionality on a pay-per-use basis. As a result, the material throughput needs of the industrial system may be significantly altered. According to the literature, the following are some of the possible benefits of such an approach, which emerge from a greater alignment of the customer's (and society's) demands with the manufacturers.

Take up the responsibility of stewardship.

This typology aims to maximise the firm's good societal and environmental benefits by assuring stakeholders' long-term health and well-being (including society and the environment). Firms actively aim to contribute to the sustainability and development of their value networks through their business strategies. As a result, this archetype helps to the systemic goal of achieving a flourishing society and planet. The archetype would benefit from being combined with other archetypes once more (e.g. create value from waste).

Promote self-sufficiency

The sufficiency archetype seeks to solve this problem by approaching sustainability via the lens of sustainable consumption. The reframing of the value proposition to better engage the larger spectrum of stakeholders in a corporation is particularly important in building the sufficiency-based business model. In addition, the sufficient strategy should guide the usage of advertising, sales, and growth objectives. This might minimise overconsumption and, as a result, material and energy throughputs on a system level.

Chapter – 05

Learning Experience & Conclusion

A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

Learning Experience

From the above study, I got to enhance my understanding about the various Sustainable Business Models and Consumer Internet Start-ups in Bangalore. I got the chance to learn about the formulation and implementation of various sustainable business models in internet start-ups. Through the study I got to know how the Sustainable Business Model is different from Business Model. The following are the aspects, through which the study helped me in gaining knowledge:

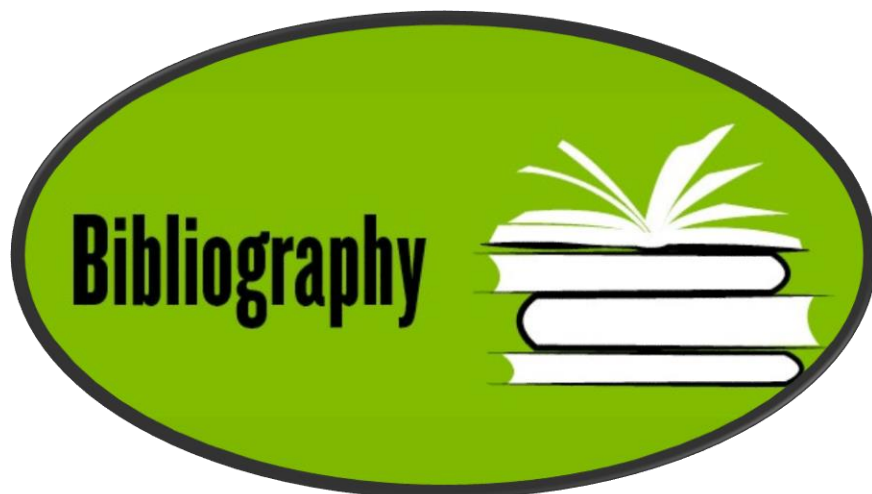
- Got an opportunity to learn new concepts.
- Added value to my learning.
- Opportunity to learn new insights
- Got to learn new concepts.
- I got to learn about the famous Internet Start-ups of Bangalore.

Conclusion

From the study I can conclude that the practice of innovation for sustainability is vast but fragmented with various concepts and there are many potential innovative approaches that may contribute to business model innovation for sustainability.

The development of Sustainable Business Model (SBM) is currently a main focus to all the start-ups operating via Internet, but also of high interest to business practitioners and policy makers. By fostering to Sustainable Business Models these Internet start-ups intend to reduce the negative ecological and social impact of production and consumption systems, as well as to address societal challenges such as climate change.

Chapter – 06



A Study on Sustainable Business Models across the Consumer Internet Startups in Bangalore

References

- Bocken, N.M.P.; Boons, F.; Baldassaree, B. Sustainable business model experimentation by understanding ecologies of business models. *J. Clean. Prod.* 2019, 208, 1498–1512.
- Patzelt, H.; Shepherd, D.A. Recognizing Opportunities for Sustainable Development. *Entrep. Theory Pract.* 2011, 35, 631–652.
- Bocken, N.M.P.; Short, S.W.; Rana, P.; Evans, S. A literature and practice review to develop sustainable business model archetypes. *J. Clean. Prod.* 2014, 65, 42–56.
- Geissdoerfer, M.; Vladimirova, D.; Evans, S. Sustainable business model innovation: A review. *J. Clean. Prod.* 2018, 198, 104–416.
- Stubbs, W.; Cocklin, C. Conceptualizing a “sustainability business model”. *Organ. Environ.* 2008, 21, 103–127.
- Neumeyer, X.; Santos, S.C. Sustainable business models, venture typologies, and entrepreneurial ecosystems: A social network perspective. *J. Clean. Prod.* 2018, 172, 4565–4579.

Books

- Appanaiah Reddy, (2010), Business Research Methods, Himalaya publication house.
- Deepak Chawla and Neena Sondhi (2011) Research Methodology Concepts and Cases, Vikas publishing house Pvt Ltd., New Delhi

E-Resources

- <https://www.slideshare.net>
- <https://www.researchgate.net>
- <https://www.mckensey.com>
- www.shodhganga.com



SBM_ayesha_1.pdf

by

Submission date: 28-Dec-2021 12:08PM (UTC+0800)

Submission ID: 1736015061

File name: SBM_ayesha_1.pdf (636.1K)

Word count: 6758

Character count: 43704

ORIGINALITY REPORT

6%

SIMILARITY INDEX

3%

INTERNET SOURCES

2%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Yakın Doğu Üniversitesi Student Paper	3%
2	Detlev Zwick. "Abstracts from the 2013 Macromarketing Conference", Journal of Macromarketing, 2014 Publication	2%
3	Submitted to Copperbelt University Student Paper	1%
4	Submitted to Christ University Student Paper	<1%
5	Submitted to TechKnowledge Student Paper	<1%

Exclude quotes Off
Exclude bibliography On

Exclude matches Off

WORK DAIRY

Date of Discussion with Guide	Topics Discussed	Signature Of Guide
29-11-2021	Discussion of title of the study, objectives of the study, statement of the problem and need of the study.	
04-12-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
09-12-2021	Discussion of occupational health hazards faced by Bangalore traffic police and SWOC analysis.	
15-12-2021	Discussion of outcomes of the study, learning experiences and conclusion.	