

**A STUDY ON BUSINESS ASSOCIATION WITH PROSPECTIVE VENDORS
FOR AN E-COMMERCE PLATFORM WITH REFERENCE TO INTELEANTS**

**Submitted in partial fulfilment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION**

**By
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**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF
MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC I 12B Status by UGC Approved by
AICTE JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

DECEMBER 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of SUSHMITHA.U 42410062 who carried out the Project Training “**A STUDY ON BUSINESS ASSOCIATION WITH PROSPECTIVE VENDORS FOR AN E-COMMERCE PLATFORM WITH REFERENCE TO INTELEANTS**” under my supervision from SEPTEMBER 2023 to DECEMBER 2023

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DECLARATION

I SUSHMITHA.U (42410062) hereby declare that the Project Report entitled “**A STUDY ON BUSINESS ASSOCIATION WITH PROSPECTIVE VENDORS FOR AN E-COMMERCE PLATFORM WITH REFERENCE INTELEANTS**” done by me under the guidance of Dr.M.M.Dhanya is submitted in partial fulfilment of the requirements for the award of Master of business administration degree.

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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.M.M.Dhanya** for her valuable guidance, suggestions, and constant encouragement that paved way for the successful completion of my project work.

I wish to express my thanks to all teaching and non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the training.



22nd Sep 2023

To

Dr. G. Bhuvaneswari,
Dean (Management Studies)
Department of Management Studies,
Sathyabama Institute of Science and Technology,
Rajiv Gandhi Salai, Chennai – 600 119.

Dear Madam,

Sub: Completion of project by Ms. U. Sushmitha (Reg. No #42410062)

Project Reference: A study on Business Association with prospective vendors for an E-Commerce platform

We wish to inform you that, your bonafide student Ms. Sushmitha. U (Reg. No #42410062) of your college studying II year MBA Course have successfully completed her project in our company between the period of 21st Aug 2023 to 21st Sep 2023.

The project provided Ms. Sushmitha. U with a valuable opportunity to apply her academic knowledge in a real-world business context. Through this project, She gained meaningful insights and practical experience that will complement the educational journey of Ms. Sushmitha U and contribute to her professional development.

It is imperative that She maintains strict confidentiality regarding all information pertaining to our company's business operations, as well as any technical or proprietary data acquired from our organization and our clients.

Sincerely,

For IntelANTS Virtual Workforce Private Limited

A handwritten signature in black ink, appearing to read "Kishore Kumar".

Kishore Kumar
Head- People Management

IntelANTS Virtual Workforce Private Limited

Hallmark Towers, First & Second Floor, No:35(SP), Developed Plot Estate, Guindy, Chennai-600 032.

<http://www.inteleants.com>

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ABSTRACT

The Vendor Management Team (VMT) is a strategic force in modern business, responsible for selecting, onboarding, and maintaining relationships with external vendors. Through meticulous evaluation and continuous communication, the VMT ensures seamless collaboration, contributing to long-term partnerships and overall organizational success. In an era where external partnerships are crucial, the VMT plays a pivotal role in optimizing operational efficiency and maintaining a competitive edge. This project aims to comprehensively investigate the vendor relationship management practices employed by InteléANTS, a prominent player in the e-commerce industry.

The primary objective of this study is to delve into the criteria and factors utilized by InteléANTS in selecting vendors, examining their communication strategies, performance assessment methods, onboarding processes, and approaches to fostering long-term relationships. In today's competitive business landscape, effective vendor management is integral for operational efficiency, cost-effectiveness, and overall competitiveness. This study explores how successful vendor relationships contribute to improved product quality, reduced supply chain risks, timely deliveries, and enhanced customer satisfaction—factors crucial for gaining a strategic advantage in the dynamic e-commerce market.

The scope of this research encompasses various aspects of vendor relationship management, including vendor selection, performance evaluation, risk mitigation, and cost optimization. By understanding and analyzing InteléANTS' practices, the study aims to provide insights that can be applied broadly in the context of modern business environments, contributing to the enhancement of competitiveness and customer satisfaction. This research holds significance for businesses seeking to optimize their vendor relationships, ultimately fostering sustainable growth and success in the rapidly evolving e-commerce sector.

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CHAPTER I

INTRODUCTION

1.1 INTRODUCTION

In the intricate landscape of modern business operations, the role of a Vendor Management Team (VMT) has become increasingly pivotal. The Vendor Management Team is a strategic entity within an organization responsible for establishing, nurturing, and optimizing relationships with external vendors and suppliers. These relationships are critical to the seamless functioning of a business, impacting factors such as product quality, cost efficiency, and overall operational effectiveness.

The Vendor Management Team is entrusted with the task of selecting and onboarding vendors who align with the organization's goals and standards. This process involves meticulous evaluation, considering factors such as product quality, pricing, reliability, and the ability to adapt to market dynamics. Once vendors are integrated, the team maintains regular communication to ensure that collaboration remains effective and responsive to the ever-changing business environment.

Effective vendor management extends beyond transactional interactions; it involves building long-term partnerships that contribute to mutual success. The Vendor Management Team plays a crucial role in assessing vendor performance, providing support, and fostering a cooperative environment. Regular evaluations, open communication, and collaboration are key elements in sustaining these relationships.

This introduction sets the stage for understanding the multifaceted role of the Vendor Management Team within the broader organizational framework. As businesses increasingly rely on external partnerships for various aspects of their operations, the efficiency and effectiveness of the Vendor Management Team become instrumental in achieving strategic objectives and maintaining a competitive edge in the market.

Strategic oversight:

The Vendor Management Team (VMT) assumes a strategic role in navigating the complexities of modern business. Beyond mere operational oversight, the VMT strategically aligns external partnerships and supply chain interactions with the overarching goals and objectives of the organization. This involves a comprehensive understanding of the business landscape and the ability to adapt vendor relationships to changing market dynamics.

Selection and onboarding:

At the forefront of vendor engagement, the VMT meticulously selects and onboards vendors. This involves a thorough evaluation process, considering factors such as product quality, pricing competitiveness, reliability, and the vendor's capacity to adapt to the dynamic nature of market conditions. Effective selection and onboarding lay the groundwork for sustainable and mutually beneficial collaborations.

Communication and collaboration:

Communication forms the cornerstone of successful vendor management. The VMT ensures that communication channels remain open, transparent, and responsive. Regular updates, feedback mechanisms, and collaborative initiatives establish a dynamic rapport between the organization and its vendors. This fosters an environment where information flows seamlessly, contributing to agile and effective decision-making.

Performance assessment:

The VMT goes beyond transactional interactions by actively engaging in the continuous assessment of vendor performance. This involves the meticulous monitoring of key performance indicators, prompt resolution of any issues, and a commitment to ensuring that vendors consistently meet or exceed the organization's quality and efficiency standards. This proactive approach enhances operational efficiency and contributes to the organization's overall reliability.

Long-term partnership building:

Recognizing the strategic value of enduring relationships, the VMT focuses on building long-term partnerships rather than short-term transactions. Through ongoing evaluations, strategic collaborations, and a supportive approach, the team aims to create an ecosystem where vendors evolve into integral partners in the organization's success story. This emphasis on sustained collaboration not only bolsters competitiveness but also cultivates adaptability in the face of the ever-evolving business landscape. The VMT's commitment to long-term partnership building reflects a forward-thinking approach essential for navigating the intricacies of modern business environments.

4.1.14 IMPACT OF VENDOR MANAGEMENT TEAM IN AN E-COMMERCE INDUSTRY

Efficient vendor selection:

The Vendor Management Team (VMT) plays a pivotal role in selecting vendors with precision, ensuring alignment with the e-commerce platform's goals. This efficiency directly impacts the quality of products and services offered to customers, influencing customer satisfaction and repeat business.

Cost optimization:

Through strategic negotiations and continuous evaluation of pricing and cost competitiveness, the VMT contributes to cost optimization. This financial prudence positively affects profit margins, enabling the e-commerce business to reinvest in growth initiatives, technological advancements, and customer-centric improvements.

Operational resilience:

A well-managed vendor ecosystem, overseen by the VMT, enhances operational resilience. This resilience is vital in handling fluctuations in demand, supply chain disruptions, and other challenges. The ability to adapt to changing market conditions directly influences the e-commerce platform's capacity for sustained growth.

Enhanced product quality:

The VMT's focus on vendor performance assessment ensures a consistent and high-quality product or service offering. In the e-commerce industry, where customer trust is paramount, this commitment to quality positively impacts brand reputation and customer loyalty, laying a foundation for long-term business growth.

Agile decision-making:

Efficient communication and collaboration facilitated by the VMT enable agile decision-making. This agility is crucial for responding swiftly to market trends, customer feedback, and competitive dynamics. Timely adaptations and innovations contribute to the e-commerce platform's relevance and competitiveness.

Strategic partnership building:

Long-term partnership building with vendors, championed by the VMT, fosters a collaborative ecosystem. This collaborative approach encourages shared goals and mutual support, creating an environment conducive to innovation and joint initiatives. Such partnerships become catalysts for business growth through shared resources and expertise.

Market expansion:

The VMT's strategic oversight and vendor selection contribute to the e-commerce platform's ability to scale and handle growth. This scalability facilitates market expansion, enabling the business to reach new customer segments, enter new geographical regions, and diversify its product or service offerings.

Customer satisfaction and retention:

The impact of the VMT on vendor performance directly correlates with customer satisfaction. Satisfied customers are more likely to become repeat buyers and brand advocates, driving business growth through positive word-of-mouth, higher retention rates, and increased customer lifetime value.

4.1 INDUSTRY PROFILE

The E-commerce industry has witnessed unprecedented growth and transformation, reshaping the way businesses operate and consumers engage in commerce. Characterized by online transactions and digital platforms, the sector encompasses a diverse range of businesses, from retail giants to niche specialty stores.

1.2.1 Market size and growth:

The E-Commerce industry's global market size has surged significantly in recent years, driven by increased internet penetration, mobile device usage, and a shift in consumer preferences towards online shopping. The industry continues to experience robust growth, with emerging markets contributing substantially to the expansion.

1.2.2 Key Segments:

- B2C (Business to Consumer): The most recognizable segment, involving transactions between businesses and end consumers.
- B2B (Business to Business): Involves online transactions and services between businesses, facilitating wholesale and bulk purchasing.
- C2C (Consumer to Consumer): Platforms enabling individuals to buy and sell directly to one another, fostering a peer-to-peer marketplace.
- M-Commerce (Mobile Commerce): The growing prominence of mobile devices has given rise to a significant subset of E-Commerce, emphasizing transactions conducted via smartphones and tablets.

1.2.3 Technological advancements:

Innovation is central to the E-Commerce industry, with continuous advancements in technologies such as artificial intelligence, machine learning, augmented reality, and blockchain. These technologies enhance user experiences, optimize supply chain management, and provide personalized marketing strategies.

1.2.4 Challenges:

Despite its rapid growth, the E-Commerce industry faces challenges, including cybersecurity concerns, logistical complexities, and regulatory issues. Additionally, the intense competition requires businesses to stay agile and continuously adapt to evolving consumer expectations.

1.2.5 E-commerce trends:

- Omnichannel Retail: Integration of online and offline channels for a seamless customer experience.
- Personalization: Tailoring products and services based on consumer behavior and preferences.
- Sustainable Practices: Increasing emphasis on eco-friendly and socially responsible business practices.
- Voice Commerce: The rise of voice-activated devices has led to a new dimension in online shopping.
- Subscription Models: The popularity of subscription-based services for products ranging from apparel to digital content.

1.2.6 Global players:

Major global players in E-Commerce include Amazon, Alibaba, eBay, and Walmart. Region-specific platforms, such as Flipkart in India and MercadoLibre in Latin America, contribute significantly to the industry's diversity.

1.2.7 Future outlook:

The E-Commerce industry is poised for continued growth, fueled by technological innovation, expanding market reach, and a dynamic consumer landscape. The integration of AI, the rise of social commerce, and the exploration of new markets are expected to shape the industry's future trajectory. Adapting to evolving consumer expectations and addressing regulatory challenges will be key factors for sustained success in this rapidly evolving landscape.



4.1 COMPANY PROFILE

IntelANTS stands out as a pioneering force in the outsourcing landscape, having introduced the Virtual Delivery Model in 2005. Operating with a dedicated core team and a globally distributed network, including permanent employees, freelancers, and partner organizations, IntelANTS provides specialized services in online marketing, website development, accounting, engineering design, and administrative functions, predominantly catering to clients in the US and UK. Recognizing the shifting dynamics of the digital realm, the company strategically pivoted in 2008 to exclusively focus on delivering tailored services to eCommerce businesses. Over the years, IntelANTS has cultivated subject matter expertise in various eCommerce processes, encompassing digital marketing, demand forecasting, warehouse management, freight analytics, and business intelligence. Since 2017, it has served as the dedicated back-office for OJCommerce, solidifying a lasting partnership. The brand name, IntelANTS, reflects its ethos—an amalgamation of intelligence, electronic capabilities, and the industrious nature of ants. The company places a paramount emphasis on trust, adopting the unyielding work ethic of ants as a guiding principle. Through digital enablement and a commitment to global service delivery, IntelANTS showcases adaptability, efficiency, and a strategic orientation toward sustained growth in the competitive outsourcing and eCommerce support industry.

4.1 COMPANY OVERVIEW:

Inteleants Virtual Workforce Private Limited (IVWPL) stands as a prominent player in the Indian information technology sector, boasting a rich history of 16 years and two months since its incorporation on September 19, 2007. Operating from its registered office in Chennai, Tamil Nadu, India, the company is actively engaged in

providing software development services and information technology-enabled services to a diverse clientele in both domestic and international markets.

Business activities:

IVWPL's core business activities include software development services and information technology-enabled services, catering to the evolving needs of clients across India and abroad. The company has demonstrated versatility in its offerings, spanning business planning, management consulting, and other computer-related activities such as maintaining websites and creating multimedia presentations.

Financial standing:

As per the Ministry of Corporate Affairs (MCA) records, Inteleants Virtual Workforce Private Limited is classified as a non-government company and operates under the category of a private limited company limited by shares. With an authorized capital of Rs 1.00 crore and a paid-up capital of Rs 0.75 crore, the company maintains an active status and has diligently filed its Annual Returns and Financial Statements up until March 31, 2022.

Leadership and governance:

Spearheading the company are directors Sowmya Rajeshwar and Rajeshwar Aringunram. Their leadership has contributed to the company's sustained growth and effective governance.

Registration details:

With a Corporate Identification Number (CIN) of U72900TN2007PTC064807, the company operates under the jurisdiction of the Registrar of Companies in Chennai. The primary business activity code is 72900, falling under the division of Computer and Related Activities as per the section on Real Estate, Renting, and Business Activities.

Contact information:

The registered address of IVWPL is at Kamak Towers, Third Floor, 12, Block #5, Thiru-Vi-Ka Industrial Estate, Guindy, Chennai, Tamil Nadu, 600032, India. For any inquiries or correspondence, the company can be reached via email at eshwar@inteleants.com.

Financial reporting:

The company diligently conducts its Annual General Meetings, with the most recent one held on November 30, 2021. Financial transparency is evident through the filing of the balance sheet, last submitted on March 31, 2021.

Inteleants Virtual Workforce Private Limited emerges as a dynamic and enduring entity in the Indian IT sector, showcasing a commitment to versatile service offerings, robust financial standing, and effective governance under the leadership of Sowmya Rajeshwar and Rajeshwar Aringunram. The company's trajectory in software development and IT-enabled services positions it as a key player in the evolving landscape of technology solutions.

1.4 OBJECTIVE OF THE STUDY

1.4.1 PRIMARY OBJECTIVE:

To study on the business association with prospective vendors for an E-commerce platform with reference to IntelAnts

1.4.2 SECONDARY OBJECTIVE:

- To investigate the criteria and factors used by IntelAnts in selecting vendors.
- To investigate how IntelAnts maintains communication and collaboration with their vendors.
- To evaluate how IntelAnts measures and assesses the performance of their vendors.
- To identify the process through which IntelAnts onboards new vendors.
- To explore how IntelAnts fosters long-term relationships with their vendors and the strategies they use to enhance collaboration and mutual growth.

1.4.3 NEED FOR THE STUDY:

Operational Efficiency:

- Streamlines processes and ensures seamless collaboration in the supply chain.
- Enhances overall operational efficiency for agile response to market demands.

Cost-Effectiveness:

- Fosters collaborative relationships to negotiate favorable terms with vendors.
- Leverages economies of scale and implements cost-saving measures.

Competitiveness in the Market:

- Positions the organization as a formidable competitor through reliable and efficient supply chain management.
- Enables sourcing high-quality products or services consistently.

Product Quality and Customer Satisfaction:

- Influences product or service quality positively through collaborative partnerships.
- Contributes to heightened customer satisfaction and fosters brand loyalty.

1.4.4 SCOPE OF THE STUDY:

- Comprehensive examination of vendor relationships, encompassing selection processes and alignment with organizational goals.
- Ongoing evaluation of vendor performance, emphasizing continuous improvement strategies.
- Proactive identification and management of potential risks in vendor engagements to ensure supply chain resilience.
- Strategic focus on optimizing costs, including negotiations and implementation of cost-saving measures.
- Integration of effective vendor management as a key tool for enhancing overall business competitiveness, customer satisfaction, and adaptation to the evolving dynamics of modern business environments.

1.4.5 LIMITATIONS OF THE STUDY:

- The study's scope limitations may exclude certain aspects of vendor management, affecting its universal applicability.
- The accuracy and availability of data are crucial factors that influence the study's precision and relevance.
- The dynamic nature of business environments introduces challenges, and unforeseen variables may arise over time.
- The success of the study is contingent on the cooperation and transparency of vendors, influencing data access and study outcomes.
- Constraints in resources, including time and budget, and technological limitations may affect the study's depth and overall effectiveness.

CHAPTER II

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

1. Strategic Sourcing: A Framework for Vendor Selection (Monczka, R., Trent, R., & Handfield, R., Cengage Learning, 2020)

This paper delves into the strategic aspects of vendor selection, providing a comprehensive framework for businesses. It explores the criteria and considerations in strategic sourcing, offering insights into optimizing the selection process for long-term partnerships.

2. Effective Communication in Vendor Relationships (Cousins, P. D., Lamming, R. C., Lawson, B., & Squire, B., Journal of Purchasing and Supply Management, 2008)

Examining the crucial role of communication, this study explores how effective communication contributes to vendor relationship success. It highlights the impact on collaboration, responsiveness, and overall satisfaction, providing valuable insights for enhancing communication strategies.

3. Performance Evaluation in Vendor Management (Krause, D. R., Handfield, R. B., & Tyler, B. B., Journal of Operations Management, 2007)

This paper focuses on the ongoing evaluation of vendor performance. It discusses the development of criteria for assessment, the importance of performance metrics, and strategies for improving vendor contributions over time.

4. Onboarding Processes in Vendor Management (Simatupang, T. M., & Sridharan, R., International Journal of Physical Distribution & Logistics Management, 2002)

Exploring the critical phase of onboarding, this study provides insights into the onboarding processes in vendor management. It outlines strategies for effective onboarding, emphasizing its significance in establishing successful long-term relationships.

5. Fostering Long-term Relationships in Vendor Management (Goffin, K., & Lemke, F., *Industrial Marketing Management*, 2005)

This paper delves into the strategies employed by businesses to foster long-term relationships with vendors. It examines collaborative initiatives, mutual growth strategies, and the impact of relationship-building on overall business success.

6. Risk Mitigation in Vendor Relationships (Ellram, L. M., & Tate, W. L., *Journal of Business Logistics*, 1998)

Focusing on risk management, this study explores the proactive identification and mitigation of risks in vendor relationships. It discusses the development of strategies to minimize disruptions and enhance the resilience of the supply chain.

7. Cost Optimization in Vendor Engagements (Chen, I. J., & Paulraj, A., *Journal of Operations Management*, 2004)

Examining the financial aspect of vendor management, this paper investigates strategies for cost optimization. It discusses negotiation techniques, cost-saving measures, and the overall impact on the financial efficiency of vendor engagements.

8. Vendor Collaboration and Mutual Success (Narasimhan, R., & Das, A., *International Journal of Operations & Production Management*, 2001)

Focusing on collaboration dynamics, this study assesses the collaborative efforts between vendors and businesses for mutual success. It explores factors contributing to collaboration and its role in achieving shared objectives.

9. Inventory Management in Vendor Relationships (Croom, S., Romano, P., & Giannakis, M., *European Journal of Purchasing & Supply Management*, 2000)

Investigating the intricacies of inventory management, this paper explores how businesses and vendors handle inventory updates. It discusses the frequency of communication and the preferred modes of updating inventory information.

10. Impact of Vendor Relationships on Operational Efficiency (Carter, J. R., & Narasimhan, R., *International Journal of Purchasing and Materials Management*, 1996)

Assessing the broader impact of vendor relationships, this study explores how effective vendor management contributes to operational efficiency. It discusses the strategic role of vendor relationships in achieving overall business objectives.

11. The Role of Trust in Vendor Relationships (Anderson, J. C., & Narus, J. A., Journal of Marketing, 1990)

Investigating the foundational element of trust, this seminal paper explores its significance in vendor relationships. It provides insights into how trust influences collaboration, communication, and the overall success of long-term partnerships.

12. Evaluating Vendor Performance Using Key Performance Indicators (Caniato, F., & Caridi, M., International Journal of Production Economics, 2018)

Focused on performance metrics, this study delves into the use of key performance indicators (KPIs) in assessing vendor performance. It discusses the selection and application of KPIs for effective performance evaluation.

13. Technology Integration in Vendor Management Systems (Lankford, W. M., & Parsa, F., Journal of Supply Chain Management, 1999)

Exploring the impact of technology, this paper examines how the integration of technology into vendor management systems enhances efficiency. It discusses the adoption of technology for communication, data management, and process optimization.

14. Innovation and Creativity in Vendor Relationships (Camarinha-Matos, L. M., & Afsarmanesh, H., Journal of Organizational Change Management, 2006)

Addressing the role of innovation, this study explores how fostering creativity in vendor relationships contributes to mutual growth. It discusses strategies for encouraging innovation and leveraging vendor capabilities for competitive advantage.

15. Sustainable Practices in Vendor Management (Carter, C. R., & Rogers, D. S., Journal of Business Logistics, 2008)

In the context of increasing sustainability concerns, this paper examines how businesses integrate sustainable practices into vendor management. It discusses the adoption of environmentally friendly and socially responsible approaches in vendor engagements.

16. Legal Aspects of Vendor Contracts (Emerson, R. H., & Twersky, V., Cornell Law Review, 1962)

Delving into the legal dimensions, this classic paper explores the contractual aspects of vendor relationships. It provides insights into the legal framework, contract negotiations, and the resolution of disputes in vendor engagements.

17. Vendor Reputation and Its Impact on Buyer-Supplier Relationships (Wagner, S. M., & Schwab, A., Industrial Marketing Management, 2020)

Focusing on the critical aspect of reputation, this recent study investigates how a vendor's reputation influences buyer-supplier relationships. It discusses the factors contributing to a vendor's reputation and its implications for long-term associations.

18. Vendor Relationships in the Age of Globalization (Johnston, D. A., & McCutcheon, D. M., Journal of International Marketing, 2004)

Examining the challenges and opportunities posed by globalization, this paper explores how businesses manage vendor relationships across international borders. It discusses the cultural, logistical, and strategic considerations in global vendor engagements.

19. Digital Transformation in Vendor Management (Iansiti, M., & Lakhani, K. R., Harvard Business Review, 2017)

Addressing the contemporary shift towards digitalization, this paper discusses the transformative impact of digital technologies on vendor management. It explores how businesses leverage digital tools for communication, collaboration, and data-driven decision-making.

20. Ethical Considerations in Vendor Relationships (Craighead, C. W., & Blackhurst, J., Journal of Business Ethics, 2004)

Focusing on ethics, this study explores the ethical considerations in vendor relationships. It discusses the importance of ethical practices, corporate social responsibility, and the impact on long-term partnerships.

21. Cross-Cultural Challenges in Global Vendor Management (Gudykunst, W. B., & Kim, Y. Y., *International Journal of Intercultural Relations*, 1984)

This early work examines the challenges posed by cross-cultural differences in the context of global vendor management. It provides insights into communication styles, negotiation approaches, and relationship-building across diverse cultural backgrounds.

22. Lean Practices in Vendor Relationships (Modi, S. B., Mabert, V. A., & Gable, M., *Journal of Supply Chain Management*, 2007)

Focusing on efficiency, this study explores the application of lean principles in vendor relationships. It discusses how businesses streamline processes, eliminate waste, and enhance collaboration for a more efficient supply chain.

23. Knowledge Transfer in Vendor Collaborations (Choi, T. Y., & Wu, Z., *Journal of Operations Management*, 2009)

Examining the exchange of knowledge, this paper delves into how businesses facilitate knowledge transfer in vendor collaborations. It discusses strategies for effective knowledge sharing and its impact on innovation and performance.

24. Conflict Resolution in Vendor Relationships (Lusch, R. F., & Brown, J. R., *Journal of the Academy of Marketing Science*, 1996)

Addressing the inevitable conflicts in business relationships, this study explores strategies for resolving conflicts in vendor relationships. It discusses the role of communication, negotiation, and collaboration in conflict resolution.

25. Strategic Outsourcing in Vendor Management (Loh, L., & Venkatraman, N., *Sloan Management Review*, 1992)

Investigating the strategic aspects of outsourcing, this paper explores how businesses strategically approach outsourcing in vendor management. It discusses the decision-making processes, risks, and benefits associated with strategic outsourcing.

26. Role of Social Media in Vendor Communication (Smith, A. N., & Fischer, E., Journal of Business Research, 2019)

Focused on contemporary communication channels, this study explores the role of social media in vendor communication. It discusses how businesses leverage platforms for communication, feedback, and relationship-building.

27. Vendor Performance Benchmarking (Golmohammadi, D., & Razmi, J., Benchmarking: An International Journal, 2008)

Delving into performance measurement, this paper explores the concept of benchmarking in vendor performance evaluation. It discusses the methodologies and implications of benchmarking for continuous improvement.

28. Innovative Contracting Strategies in Vendor Relationships (Luitzen de Boer, L., van den Berg, J., & Schotanus, F., International Journal of Physical Distribution & Logistics Management, 2017)

Addressing contract structures, this study explores innovative contracting strategies in vendor relationships. It discusses flexible contract designs, incentive mechanisms, and the role of contracts in shaping vendor behavior.

29. Vendor Diversity Management (Carter, C. R., & Rogers, D. S., Journal of Supply Chain Management, 2008)

Focusing on diversity considerations, this paper explores how businesses manage diversity in their vendor relationships. It discusses strategies for promoting diversity, inclusivity, and social responsibility in the supply chain.

30. Role of Artificial Intelligence in Vendor Management (Choi, T. M., & Chan, H. K., International Journal of Production Economics, 2019)

Investigating technological advancements, this study explores the role of artificial intelligence in vendor management. It discusses how AI enhances decision-making, communication, and overall efficiency in vendor relationships.

31. Environmental Sustainability in Vendor Selection (Carter, C. R., & Rogers, D. S., International Journal of Operations & Production Management, 2000)

This study explores the integration of environmental sustainability criteria in the vendor selection process. It discusses the impact of eco-friendly practices on supplier relationships and supply chain sustainability.

32. Blockchain Technology in Vendor Relationships (Iansiti, M., & Lakhani, K. R., California Management Review, 2017)

Focusing on cutting-edge technology, this paper discusses the application of blockchain in vendor relationships. It explores how blockchain enhances transparency, security, and efficiency in supply chain interactions.

33. Humanitarian Considerations in Vendor Management (Beske, P., Landry, M., & Seuring, S., Journal of Business Ethics, 2006)

Addressing social responsibility, this study explores the role of humanitarian considerations in vendor management. It discusses how businesses incorporate ethical practices and social impact in their vendor relationships.

34. Vendor Risk Management in Global Supply Chains (Tate, W. L., & Ellram, L. M., International Journal of Physical Distribution & Logistics Management, 2011)

Focused on risk mitigation, this paper explores strategies for managing vendor risks in global supply chains. It discusses the identification, assessment, and mitigation of risks in complex supply chain networks.

35. Digital Platforms and Vendor Collaboration (Curtin, J. B., & Kauffman, R. J., MIS Quarterly, 2005)

Investigating digital platforms, this study explores how businesses leverage digital ecosystems for vendor collaboration. It discusses the role of platforms in fostering communication, innovation, and information exchange.

36. Agile Practices in Vendor Relationship Management (Gunasekaran, A., Papadopoulos, T., Dubey, R., & Wamba, S. F., Industrial Marketing Management, 2017)

Addressing agility, this paper explores the application of agile practices in vendor relationship management. It discusses how businesses adapt to change, enhance flexibility, and improve responsiveness in vendor interactions.

37. Sustainable Procurement Practices in Vendor Management (Carter, C. R., & Easton, P. L., Journal of Business Logistics, 2011)

Focusing on procurement practices, this study explores how businesses integrate sustainability into their procurement processes. It discusses the alignment of procurement strategies with environmental and social responsibility goals.

38. The Influence of Culture on Vendor Negotiations (Shi, Y., & Wang, Y., International Journal of Production Economics, 2018)

Investigating cultural dynamics, this paper explores how cultural factors influence vendor negotiations. It discusses strategies for effective communication, trust-building, and successful negotiations across diverse cultural contexts.

39. Vendor Collaboration for New Product Development (Lamming, R., Caldwell, N. D., & Harrison, D. A., Journal of Product Innovation Management, 2001)

Focused on innovation, this study explores how vendor collaboration contributes to new product development. It discusses the dynamics of collaborative relationships in fostering innovation and product co-creation.

40. The Role of Social Responsibility in Vendor Selection (Koplin, J., & Seuring, S., Journal of Business Ethics, 2007)

Addressing ethical considerations, this paper explores the role of social responsibility in the vendor selection process. It discusses how businesses incorporate social and ethical criteria in choosing vendors for sustainable partnerships.

41. Vendor Relationship Management in the Digital Age (Bapna, R., Goes, P., Gupta, A., & Sundararajan, A., Management Science, 2013)

This paper explores the impact of digital technologies on vendor relationship management. It discusses how businesses navigate the challenges and leverage opportunities presented by the digital transformation in vendor interactions.

42. The Role of Trust in Vendor Relationships (Wang, C., Senecal, S., & Kalaighnam, K., Journal of Business Research, 2016)

Investigating the foundation of successful vendor relationships, this study delves into the role of trust. It explores how trust-building activities contribute to long-term partnerships and collaboration.

43. Collaborative Forecasting in Vendor Management (Kumar, S., & Srinivasan, K., Production and Operations Management, 1995)

Focusing on supply chain dynamics, this paper explores the practice of collaborative forecasting in vendor management. It discusses how businesses enhance accuracy and efficiency through joint forecasting efforts.

44. E-Procurement Strategies in Vendor Management (Croom, S. R., Journal of Purchasing and Supply Management, 2005)

This study examines the adoption of e-procurement strategies in vendor management. It discusses how electronic procurement processes impact efficiency, transparency, and collaboration in supply chain relationships.

45. Managing Vendor Relationships in Times of Crisis (Hendricks, K. B., & Singhal, V. R., International Journal of Physical Distribution & Logistics Management, 2005)

Addressing crisis management, this paper explores strategies for managing vendor relationships during challenging times. It discusses resilience, contingency planning, and collaborative crisis response.

46. Impact of Regulatory Compliance on Vendor Relationships (Razzaque, M. A., & Zhang, X., Journal of Purchasing and Supply Management, 2016)

Investigating the regulatory landscape, this study explores how compliance requirements impact vendor relationships. It discusses the challenges and strategies for navigating regulatory complexities in vendor management.

47. Vendor Assessment Models for Sustainable Procurement (Caniato, F., Luzzini, D., & Ronchi, S., Supply Chain Management: An International Journal, 2012)

Focused on sustainability, this paper explores assessment models for evaluating vendors in the context of sustainable procurement. It discusses criteria, frameworks, and tools for sustainable vendor selection.

48. The Role of Power Dynamics in Vendor Negotiations (Liu, H., & Liu, G., International Journal of Production Economics, 2019)

Investigating negotiation dynamics, this study explores the role of power in vendor negotiations. It discusses how power imbalances influence negotiation outcomes and strategies for achieving mutually beneficial agreements.

49. Vendor Relationship Management in the Era of Globalization (Johnston, D. A., McCutcheon, D. M., & Stuart, F. I., Industrial Marketing Management, 2004)

This paper examines how vendor relationship management evolves in the context of globalization. It discusses the challenges and opportunities presented by global supply chain dynamics.

50. Vendor Performance Evaluation in the Service Industry (Gupta, A., Jain, P., & Jain, S., International Journal of Productivity and Performance Management, 2013)

Focused on the service sector, this study explores strategies for evaluating vendor performance in service-oriented industries. It discusses unique considerations and metrics for service-based vendor relationships.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

3.1.1 Definition:

Research is defined as careful consideration of study regarding a particular concern or problem using scientific methods. According to the American sociologist Earl Robert Babbie, “research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. It involves inductive and deductive methods.”

3.1.2 Methodology

Methodology is “a contextual framework’ for research, a coherent and logical scheme based on views, beliefs, and values, that guides the choices researchers [or other users] make”. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge such that the methodologies employed from differing disciplines vary depending on their historical development.

3.1.3 Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and evaluate information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study’s overall validity and reliability. Research methodology can be defined as a scientific and systematic search for pertinent information or facts on the specific topic. In fact, it is an art of scientific information. Research in common parlance refers to a search for knowledge.

The word research is composed of two syllables, re and search. “Re” is a prefix meaning

again, a new & over again. “Search” is a verb, which means examine closely and carefully.

Together they describe a careful, systematic study and investigation in some field of knowledge undertaken to establish facts and principles. The meaning of research is, “a careful investigation or inquiry specially through search for new facts in any branch of knowledge”.

3.2 Research Design:

- This study will employ a descriptive research design to understand and describe the business association between IntelAnts and prospective vendors.

3.2 Sampling:

- The sample will consist of individuals directly involved in vendor management roles. A combination of stratified and random sampling will be used to ensure representation from different levels of experience and vendor collaboration.

Sample size : 87.

3.4 Data Collection:

- Survey Questionnaire: The primary data will be collected through a structured questionnaire, incorporating the survey questions provided.

- Interviews: Conducting interviews with key personnel from IntelAnts for in-depth insights into their vendor management practices.

- Document Analysis: Reviewing relevant documents, reports, and records related to vendor management at IntelAnts.

3.5 Data Analysis:

- Quantitative Analysis: Utilizing statistical tools like SPSS to analyze survey responses, focusing on descriptive statistics, correlation analysis, and inferential statistics.

- Qualitative Analysis: Employing content analysis for insights gathered from interviews and document analysis.

3.6 Ethical Considerations:

- Ensuring participant confidentiality, informed consent, and adherence to ethical guidelines in data collection and analysis.

3.7. Limitations:

- Possible bias in self-reported survey responses.

- Limited generalizability due to a specific focus on IntelAnts.

3.8. Timeframe:

- The research was conducted over a span of one month to ensure comprehensive data collection and analysis.

3.9. Recommendations and Implications:

- Providing actionable recommendations based on the study's findings for businesses engaging in e-commerce vendor relationships.

Hypothesis explanation:

3.9.1 Hypothesis 1:

Null Hypothesis (H0): There is no significant relationship between effective communication and vendor's retention

Alternative Hypothesis (H1): There is a significant relationship between effective communication and vendor's retention

3.9.2 Hypothesis 2:

Null Hypothesis (H0): There is no significant relationship between collaboration level and satisfaction level

Alternative Hypothesis (H1): There is a significant relationship between collaboration level and satisfaction level

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Percentage is used to describe relationship. It is expressed as

$$\text{Percentage} = (\text{No of respondents} / \text{Total No. of respondents}) * 100$$

ANALYTICAL TOOLS (SPSS):

Tools for testing the hypothesis: SPSS software, Chi-square test, ANOVA.

4.1.1 Chi-Square Test:

The Chi-square test, also known as non-parametric test or a distribution free test is used when it is impossible to make any assumptions about the population or when research is unable to estimate the population's parameters. The main advantage of using non-parameter test is that the research can analyse qualitative data. It is used to test the goodness of fit, test the significance of association between two attributes and to test the homogeneity or significance of the propagation variance.

4.1.2 ANOVA:

One-way ANOVA ("analysis of variance") compares the means of two or more independent groups to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA.

4.1.1 TABLE INDICATING THE GENDER OF RESPONDENTS:

GENDER	FREQUENCY	PERCENTAGE
Male	33	37.93
Female	54	62.07
Total	87	

Table 4.1.1

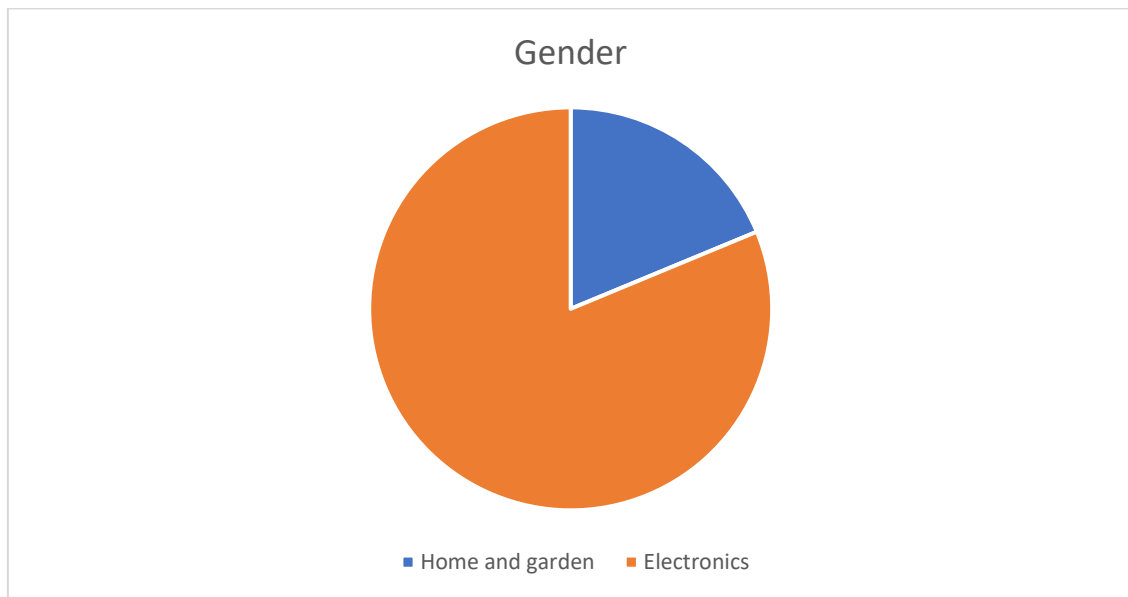


Fig 4.1.1

INTERPRETATION:

From the above table 4.1 which denotes gender of the respondents, out of 87 respondents

- 37.93% of the respondents are male.
- 62.07% of the respondents are female.

4.1.2 TABLE INDICATING THE DESIGNATION/ROLE WITHIN THE VENDOR MANAGEMENT TEAM:

DESIGNATION	FREQUENCY	PERCENTAGE
Vendor Manager	1	1.15 %
Account Manager	6	6.9%
Business Development manager	4	4.6%
Senior Associate	18	20.69%
Associate	51	58.62%
Market research	7	8.05%
Total	87	100%

Table 4.1.2

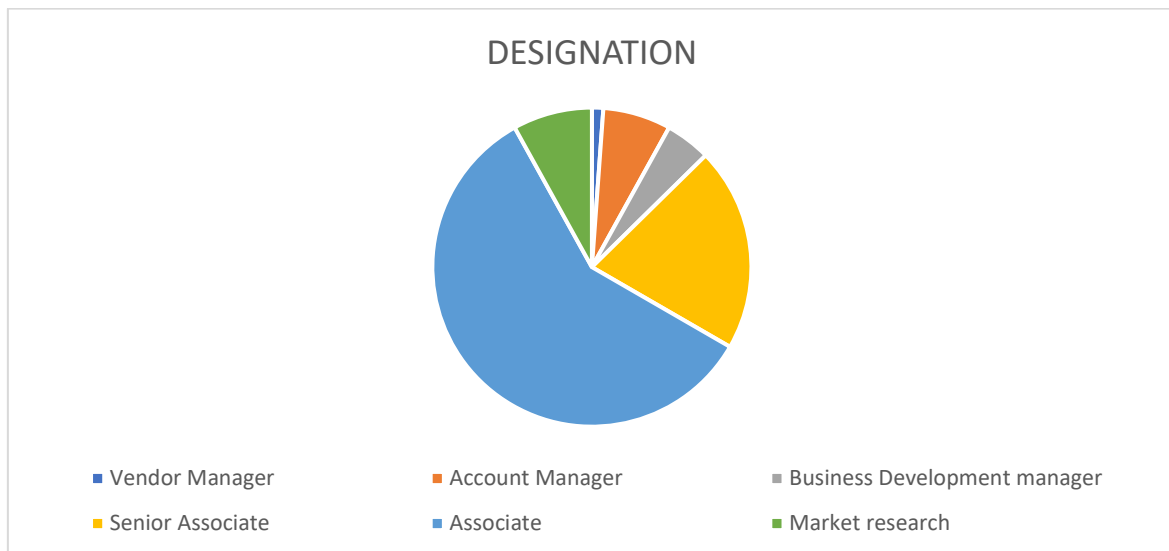


Fig 4.1.2

INTERPRETATION:

From the above table 4.1.2 which denotes the designation of employees

- 1.15% of the respondents are Vendor managers
- 6.9% of the respondents are Account managers
- 4.6% of the respondents are Business development managers
- 20.69% of the respondents are Senior associates
- 58.62% of the respondents are Associates
- 8.05% of the respondents are Market researchers

4.1.3 TABLE INDICATING THE YEARS OF EXPERIENCE OS RESPONDENTS:

YEARS OF EXPERIENCE	FREQUENCY	PERCENTAGE
1-2 years	15	17.24%
2-3 years	10	11.49%
Less than 1 year	42	48.28%
More than 4	20	22.99%
Total	87	100%

Table 4.1.3

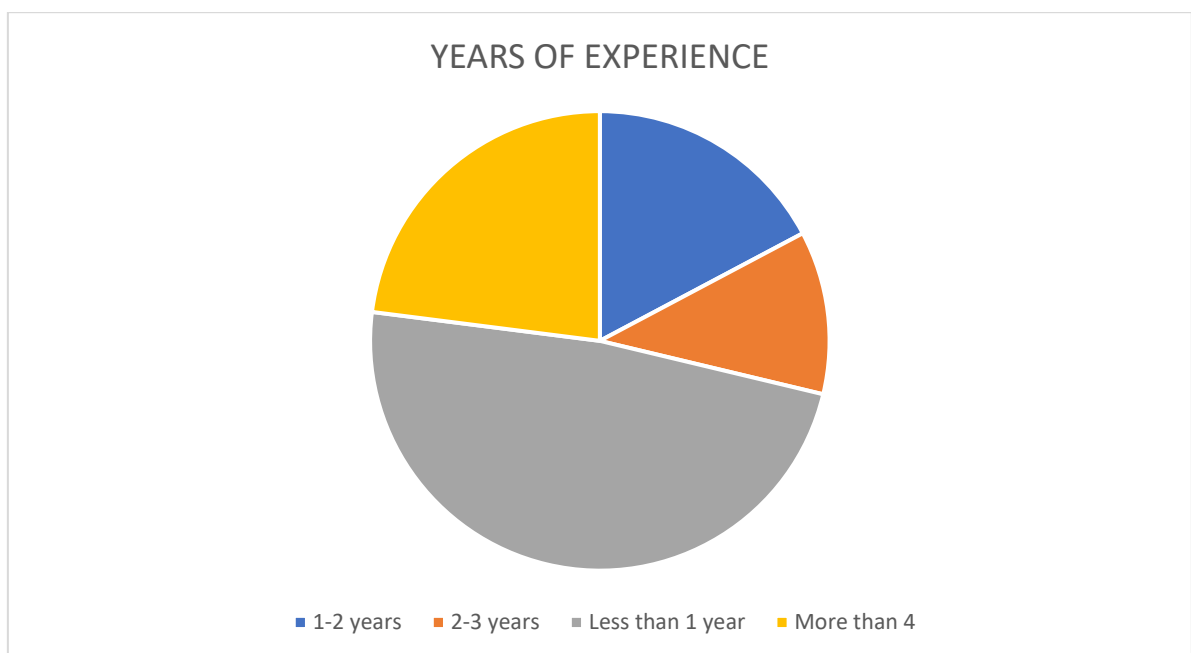


Fig 4.1.3

INTERPRETATION:

From the above table 4.1.3 which denotes the years of experience of employees

- 17.24% of the respondents work there for 1-2 years
- 11.49% of the respondents work there for 2-3 years
- 48.28% of the respondents work there for less than 1 year
- 22.99% of the respondents work there for more than 4 years

4.1.4 TABLE INDICATING THE AVERAGE NUMBER OF VENDORS WHICH EACH TEAM MANAGES:

NO OF VENDORS	FREQUENCY	PERCENTAGE
Less than 10	2	2.3%
10-50	10	11.49%
50-100	18	20.69%
100-200	38	43.68%
More than 200	19	21.84%
Total	87	100%

Table 4.1.4

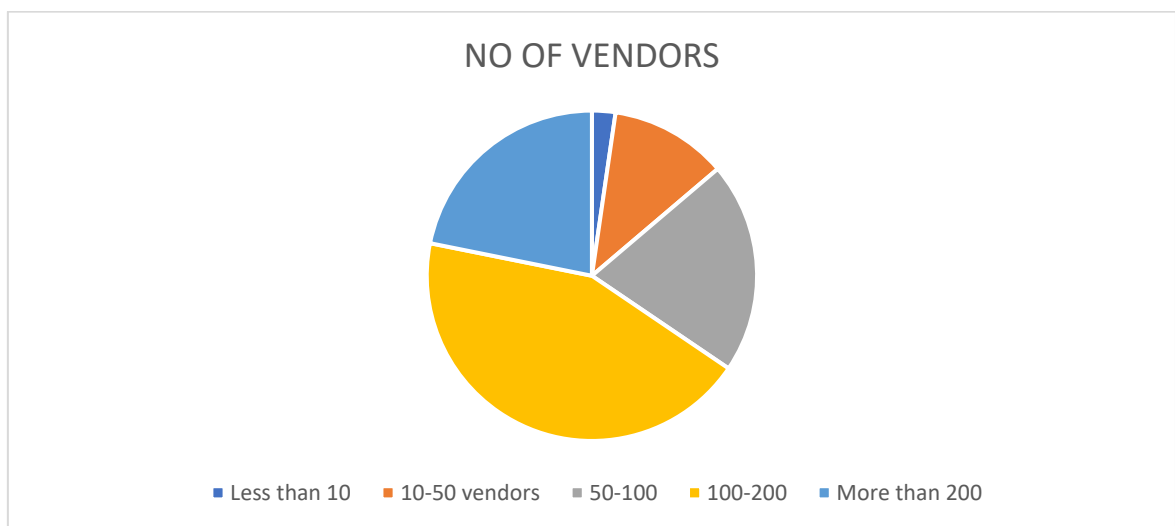


Fig 4.1.4

INTERPRETATION:

From the above table 4.1.4 which denotes the average number of vendors which each team manages

- 2.3% of the respondents manages less than 10 vendors
- 11.49% of the respondents manages 10-50 vendors
- 20.69% of the respondents manages 50-100 vendors
- 43.68% of the respondents manages 100-200 vendors
- 21.84% of the respondents manages more than 200 vendors

4.1.5 TABLE INDICATING THE PRODUCT CATEGORY OR INDUSTRY FOCUS OF THE VENDOR

PRODUCT CATEGORY	FREQUENCY	PERCENTAGE
Furniture	69	79.31%
Home & garden	3	3.45%
Electronics	13	14.94%
Kitchen equipment	0	0%
others	2	2.3%
Total	87	100%

Table 4.1.5

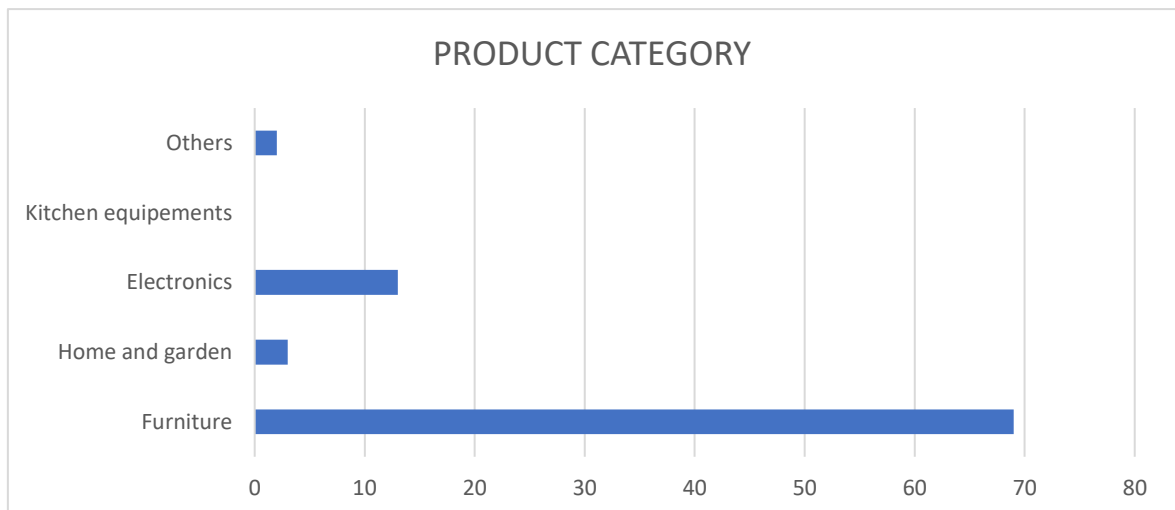


Fig 4.1.5

INTERPRETATION:

From the above table 4.1.5 which denotes the product category which each vendor focus

- 79.31% of the vendors focus on furnitures
- 3.45% of the vendors focus on home & garden
- 14.94% of the vendors focus on electronics
- 0% of the vendors focus on kitchen equipments
- 2.3% of the vendors focus on others

4.1.6 TABLE INDICATING THE FACTORS USED BY INTELEANTS IN SELECTING VENDORS

PRODUCT CATEGORY	FREQUENCY	PERCENTAGE
Product quality and consistency	35	40.23%
Pricing and cost competitiveness	17	19.54%
Communication and responsiveness	12	13.79%
Vendor reputation and reliability	12	13.79%
Ability to scale and handle growth	11	12.64%
Total	87	100

Table 4.1.6

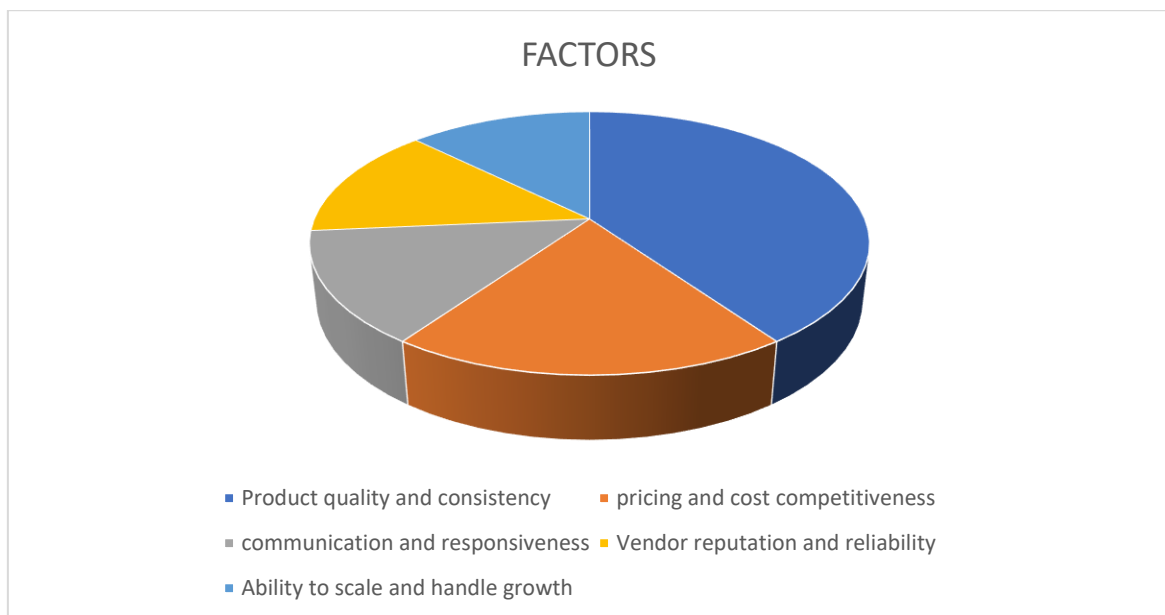


Fig 4.1.6

INTERPRETATION:

From the above table 4.1.6 which denotes the product category which each vendor focus

- 40.23% of the respondents consider product quality and consistency
- 19.54% of the respondents consider Pricing and cost competitiveness
- 13.79% of the respondents consider Communication and responsiveness
- 13.79% of the respondents consider vendor reputation
- 12.64% of the respondents consider ability to scale and handle growth

4.1.7 TABLE INDICATING RELATIONSHIP BETWEEN EFFECTIVE COMMUNICATION AND VENDOR RETENTION

EFFECTIVE COMMUNICATION	FREQUENCY	PERCENTAGE
Yes	75	86.21%
No	11	12.64%
May be	1	1.15%
Total	87	100%

Table 4.1.7

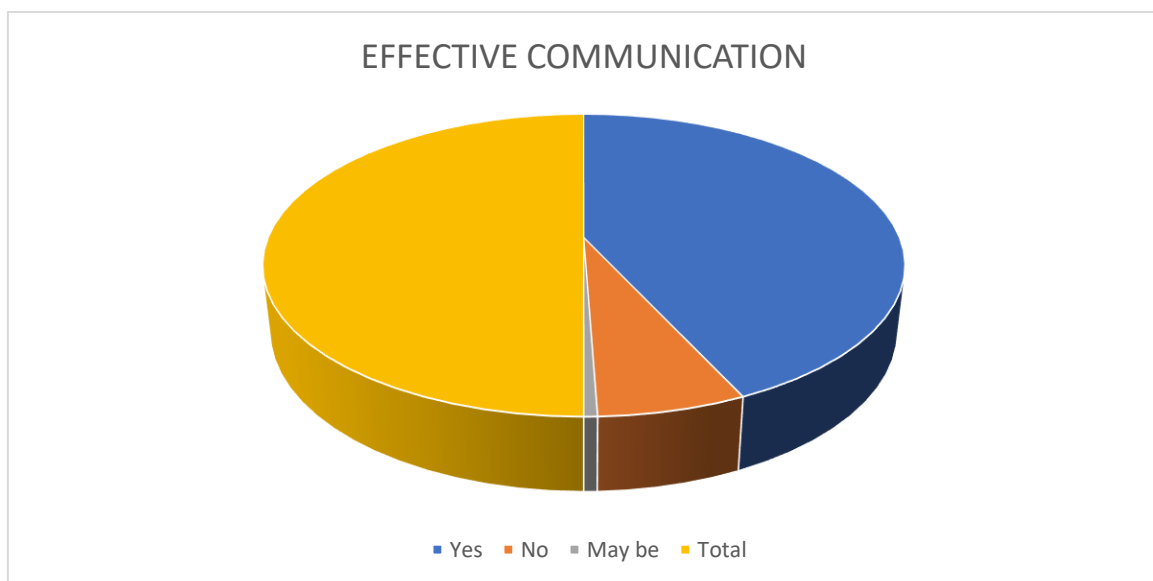


Fig 4.1.7

INTERPRETATION:

From the above table 4.1.7 which denotes the product category which each vendor focus

- 86.21% of the respondents feel that there is effective relationship between communication and vendor retention.
- 12.64% of the respondents feel that there is no effective relationship between communication and vendor retention
- 1.15% of the respondents feel that there may be effective relationship between communication and vendor retention.

4.1.8 TABLE INDICATING VENDOR'S SERVICE QUALITY SATISFACTION

SERVICE QUALITY SATISFACTION	FREQUENCY	PERCENTAGE
1 (VERY SATISFIED)	41	47.13%
2	20	22.99%
3	15	17.24%
4	8	9.2%
5 (VERY DISSATISFIED)	3	3.45%
Total	87	100%

Table 4.1.8

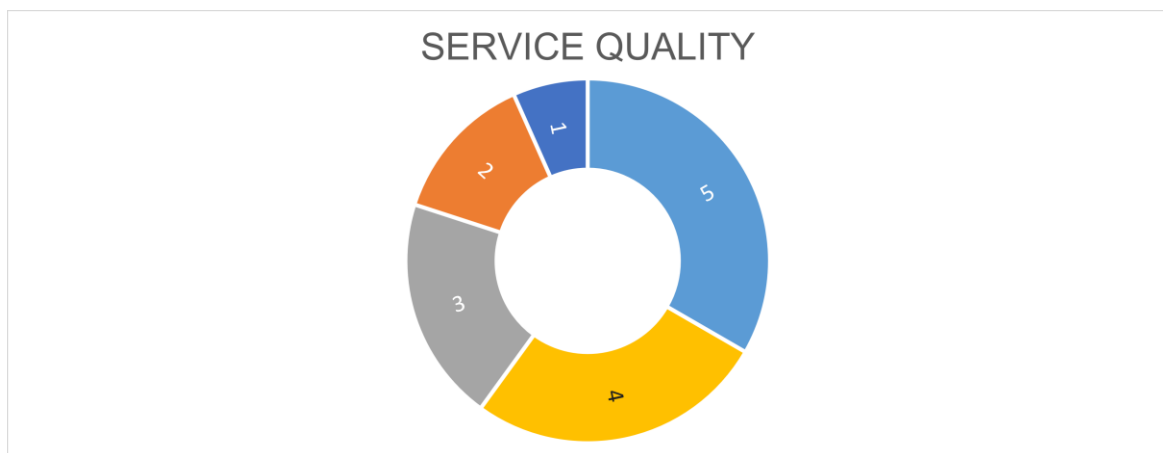


Fig 4.1.8

INTERPRETATION:

From the above table 4.1.8 which denotes service quality

- 47.13% of the respondents are very satisfied with the service quality
- 22.99% of the respondents are satisfied with the service quality
- 17.24% of the respondents are either satisfied or dissatisfied with the service quality
- 9.2% of the respondents are dis-satisfied with the service quality
- 3.45% of the respondents are very dis-satisfied with the service quality

4.1.9 TABLE INDICATING VENDOR'S ADAPTABILITY

VENDOR'S ADAPTABILITY	FREQUENCY	PERCENTAGE
1 (INFLEXIBLE)	0	0
2	2	2.3%
3	30	34.48%
4	51	58.62%
5 (HIGHLY ADAPTABLE)	4	4.6%
Total	87	100%

Table 4.1.9

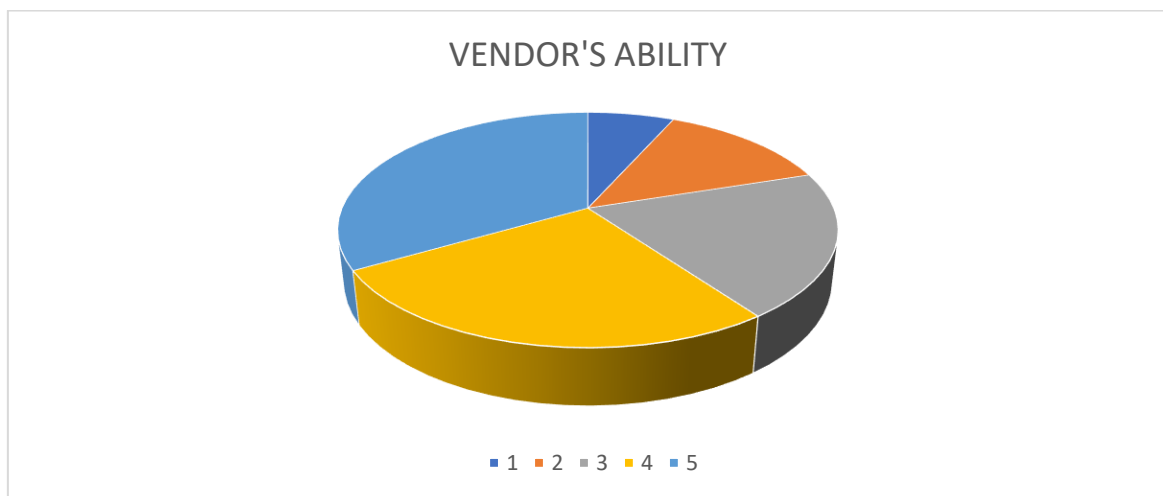


Fig 4.1.9

INTERPRETATION:

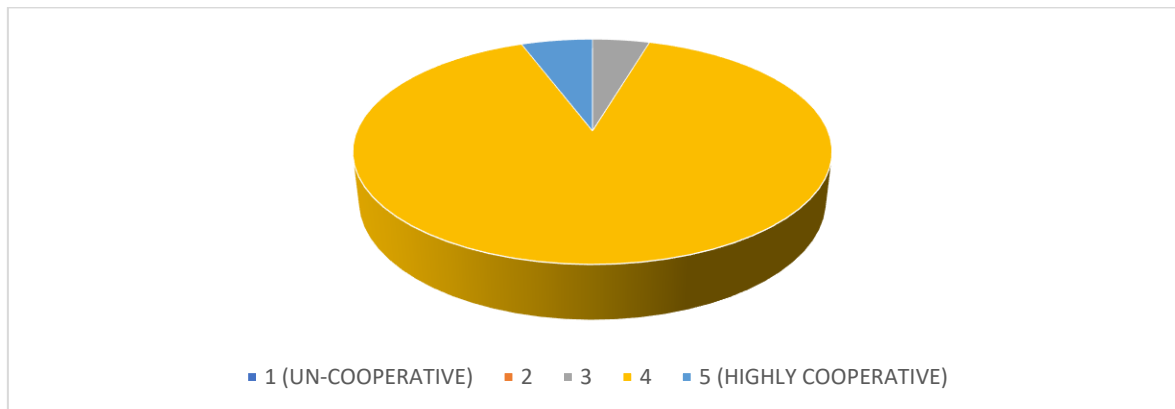
From the above table 4.1.9 which denotes vendor's ability

- 0% of the vendors are inflexible to adapt changes and evolving market conditions
- 2.3% of the vendors are moderately inflexible to adapt changes and evolving market conditions
- 34.48% of the vendors are somewhat adaptable to changes and evolving market conditions
- 58.62% of the vendors are moderately adaptable to changes and evolving market conditions
- 4.6% of the vendors are highly adaptable to changes and evolving market conditions

4.1.10 TABLE INDICATING PARTNERSHIP ASSESMENT

PARTNERSHIP ASSESMENT	FREQUENCY	PERCENTAGE
1 (UN-COOPERATIVE)	0	0
2	0	0
3	4	4.6%
4	78	89.66%
5 (HIGHLY COOPERATIVE)	5	5.75%
Total	87	100%

Table 4.1.10



INTERPRETATION:

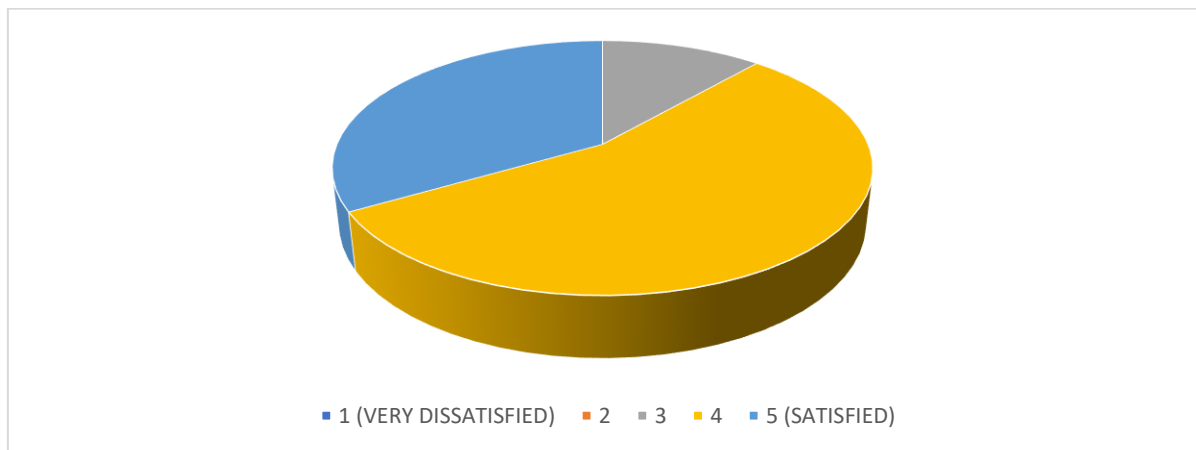
From the above table 4.1.10 which denotes partnership 35ssessment

- 0% of the respondents feel un cooperative with vendor's collaboration and willingness to work as a partner in achieving mutual success
- 0% of the respondents feel moderately cooperative with vendor's collaboration and willingness to work as a partner in achieving success
- 4.6% of the respondents feel somewhat cooperative with vendor's collaboration and willingness to work as a partner in achieving success
- 89.66% of the respondents feel moderately cooperative with vendor's collaboration and willingness to work as a partner in achieving success
- 5.75% of the respondents feel highly cooperative with vendor's collaboration and willingness to work as a partner in achieving success

4.1.11 TABLE INDICATING VENDOR'S SATISFACTION

VENDOR'S SATISFACTION	FREQUENCY	PERCENTAGE
1 (VERY DISSATISFIED)	0	0
2	0	0
3	10	11.49%
4	48	55.17%
5 (SATISFIED)	29	33.33%
Total	87	100%

Table 4.1.11



INTERPRETATION:

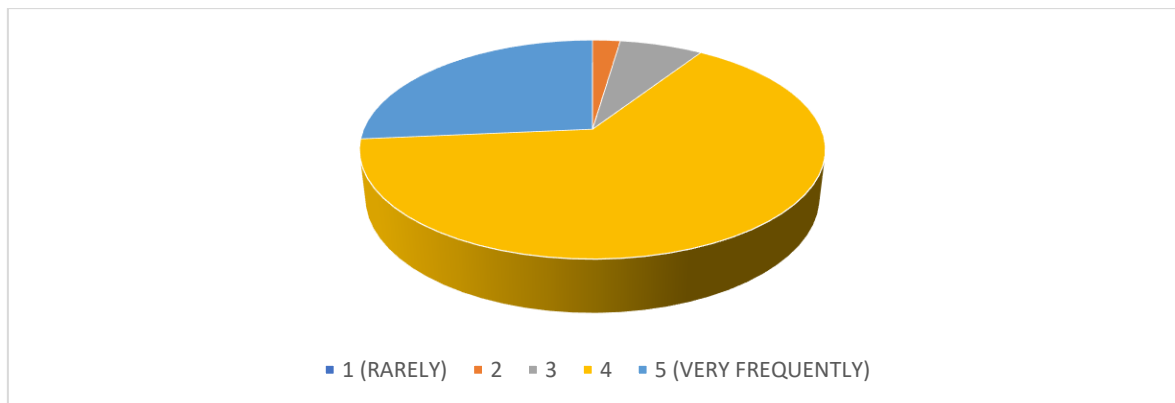
From the above table 4.1.11 which denotes vendor's satisfaction

- 0% of the respondents feel vendor's are very dissatisfied with the level of support and assistance provided by InteleANTS
- 0% of the respondents feel vendor's are moderately dissatisfied with the level of support and assistance provided by InteleANTS
- 11.49% of the respondents feel vendor's are somewhat satisfied with the level of support and assistance provided by InteleANTS
- 55.17% of the respondents feel vendor's are moderately satisfied with the level of support and assistance provided by InteleANTS
- 33.33% of the respondents feel vendor's are very satisfied with the level of support and assistance provided by InteleANTS

4.1.12 TABLE INDICATING COLLABORATIVE INITIATIVES

COLLABORATIVE INITIATIVES	FREQUENCY	PERCENTAGE
1 (RARELY)	0	0%
2	2	2.3%
3	6	6.9%
4	56	64.37%
5 (VERY FREQUENTLY)	23	26.44%
Total	87	100%

Table 4.1.12



INTERPRETATION:

From the above table 4.1.12 which denotes collaborative initiatives

- 0% of the respondents rarely engage in collaborative projects or initiatives with their vendors to strengthen long-term partnership.
- 2.3% of the respondents infrequently engage in collaborative projects or initiatives with their vendors to strengthen long-term partnership.
- 6.9% of the respondents occasionally engage in collaborative projects or initiatives with their vendors to strengthen long-term partnership.
- 64.37% of the respondents moderately engage in collaborative projects or initiatives with their vendors to strengthen long-term partnership.
- 26.44% of the respondents very frequently engage in collaborative projects or initiatives with their vendors to strengthen long-term partnership.

4.1.13 vendor's on-boarding process

In the vendor onboarding process at OJ Commerce, a strategic and thorough approach is employed to facilitate a smooth integration of new vendors into the business ecosystem. The process unfolds through several key steps:

➤ **Introduction and presentation:**

Video Conference: OJ Commerce initiates the process by inviting vendors to a detailed video conference.

Company Overview: During this conference, a comprehensive presentation is conducted, introducing OJ Commerce, its values, and its operational model.

Vendor Information: Simultaneously, efforts are made to gather essential information about the vendor, including details about their company and the products they offer.

➤ **Negotiation and agreement preparation:**

Payment Terms and Allowances: An integral part of the process involves negotiations on critical aspects such as payment terms and allowances.

Agreement Drafting: Once mutually agreed upon, an agreement is meticulously drafted, encompassing the negotiated terms. This agreement, along with other requisite documents, is then transmitted to the vendor for careful review and formal acceptance.

➤ **Document submission and account activation:**

Receipt of Signed Agreement: Upon the vendor's review and agreement, the signed documents are submitted back to OJ Commerce.

Account Setup: With the necessary paperwork in place, OJ Commerce proceeds to set up the vendor's account within its systems.

Transition to Live Status: This phase marks the activation of the vendor's account, enabling them to become an active participant on OJ Commerce's platform.

➤ **Comprehensive understanding and conflict resolution:**

Vendor's Business Landscape: Beyond the formalities, the onboarding process involves gaining a deep understanding of the vendor's requirements, business model, revenue structure, and the strategic fit of their products within OJ Commerce.

Policy Alignment: Any potential disagreements on policies are addressed through transparent communication and adherence to the company's Standard Operating Procedures (SOP).

This consolidated approach underscores not only the formal and structured nature of the onboarding process but also the emphasis on transparent communication, negotiation, and adherence to standardized procedures. It ensures that vendors are seamlessly integrated, setting the stage for a productive and collaborative business relationship.

4.1.14 TABLE INDICATING VENDOR ENGAGEMENT MEETINGS

ENGAGEMENT MEETINGS	FREQUENCY	PERCENTAGE
Monthly	71	81.61%
Quarterly	13	14.9%
Half yearly	3	3.45%
Annually	0	0
Total	87	100%

Table 4.1.14

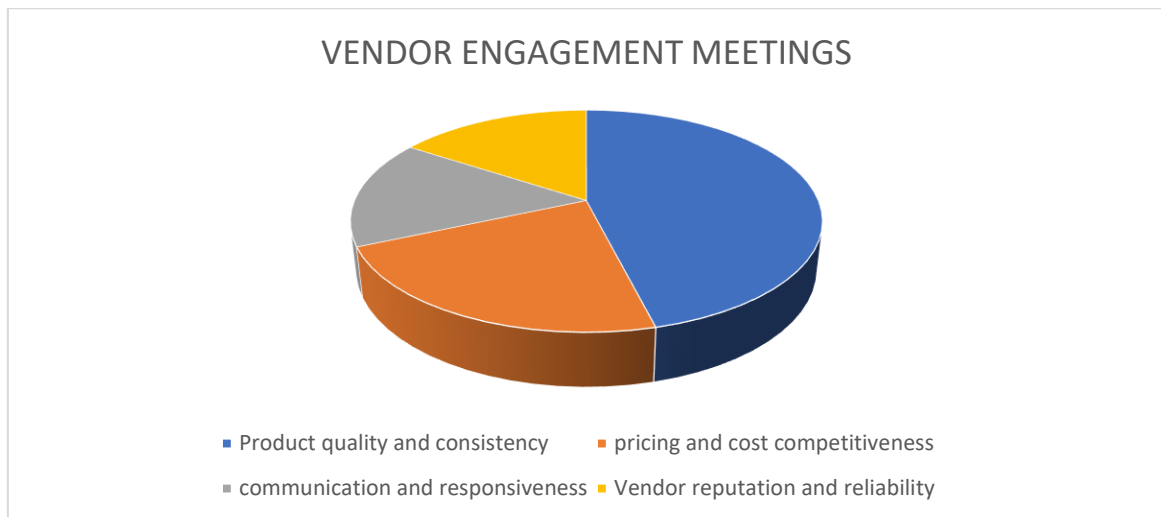


Fig 4.1.14

INTERPRETATION:

From the above table 4.1.14 which denotes vendor engagement meetings

- 81.61% of respondents engage in monthly engagement meetings with their vendors
- 14.9% of respondents engage in quarterly engagement meetings with their vendors
- 3.45% of respondents engage in half-yearly engagement meetings with their vendors
- 0% of respondents engage in annual engagement meetings with their vendors

4.1.15 INVENTORY FREQUENCY OF VENDORS

Inventory frequency is a pivotal aspect of IntelleANTS' operational strategy, directly influencing sales and ensuring the dynamic management of product availability. This parameter denotes how often IntelleANTS receives updates regarding the inventory status from its diverse array of vendors. The significance lies in its impact on maintaining an accurate and up-to-date product catalog, optimizing order fulfillment, and meeting customer demands efficiently.

The inventory frequency is not standardized across vendors but exhibits variability based on individual agreements and operational requirements. The range spans from a minimum of one day to a maximum of one week, reflecting the diversity in vendors' operational models and product supply chains.

In essence, this approach aligns with the inherent dynamics of the products and industries involved. Vendors with rapidly changing inventories or perishable goods may necessitate daily updates to capture real-time changes in stock levels. On the other hand, vendors dealing with less perishable or slower-moving goods may find a weekly update schedule more suitable.

The tailored approach to inventory frequency recognizes the unique characteristics of each vendor, optimizing the balance between timely updates and operational efficiency. It ensures that IntelleANTS is well-informed about the availability of products, allowing them to make informed decisions regarding sales strategies, marketing initiatives, and customer interactions.

This variability in inventory frequency underscores IntelleANTS' adaptability and responsiveness to the diverse needs of its vendor ecosystem. By accommodating different update schedules, IntelleANTS can maintain a flexible and efficient supply chain, ultimately enhancing customer satisfaction and overall operational effectiveness.

4.1.16 PURPOSE AND FREQUENCY OF GETTING INVENTORY UPDATES

The term “inventory frequency” in the context of IntelleANTS refers to the rate at which the company receives updates about the inventory status from its various vendors. This metric holds significant importance, especially in the realm of sales, as it directly influences the availability of products for customers.

The observed variation in inventory frequency indicates that IntelleANTS employs a flexible and adaptive approach tailored to the diverse nature of its vendor relationships. The range spans from receiving inventory updates on a daily basis to a weekly cadence, suggesting a nuanced strategy based on the specific needs and characteristics of each vendor.

Key Points and Interpretation:

- **Customized vendor relationships:** The variation in inventory frequency implies that IntelleANTS recognizes and respects the individual dynamics of its relationships with different vendors. Not all vendors operate on the same timeline or have identical inventory management practices.
- **Dynamic supply chain management:** The spectrum from daily to weekly updates underscores a dynamic approach to supply chain management. For vendors dealing with rapidly changing inventory, more frequent updates may be essential, while others with a more stable inventory may provide updates less frequently.
- **Optimizing sales operations:** The approach aligns with optimizing sales operations by ensuring that IntelleANTS has real-time or near-real-time visibility into the stock levels of products offered by vendors. This, in turn, enables the company to manage its own inventory, fulfill customer orders promptly, and maintain a competitive edge in the market.

- Vendor collaboration: The inventory frequency becomes a collaborative aspect of the vendor relationship, emphasizing effective communication and synchronization in supply chain activities. Vendors are likely encouraged to align their inventory update frequency with the demands and expectations of InteLeANTS.
- Agility and responsiveness: The ability to adapt the frequency of inventory updates based on the vendor's nature of business reflects an agile and responsive supply chain strategy. This adaptability is crucial in the ever-changing landscape of e-commerce and retail.
- Balancing precision and resource efficiency: While daily updates provide precision and real-time insights, weekly updates may strike a balance, especially with vendors dealing in less volatile or slower-moving inventory. This choice may be driven by a consideration of resource efficiency and avoiding unnecessary operational burden on vendors.

In essence, the variation in inventory frequency speaks to InteLeANTS' commitment to building collaborative and flexible partnerships with its vendors, ensuring that the flow of inventory information aligns with the strategic goals of the company and the diverse operational contexts of its vendors.

4.1.17 TABLE INDICATING MODE OF COMMUNICATION

MODE OF COMMUNICATION	FREQUENCY	PERCENTAGE
E-mail	45	51.72%
Phone calls	14	16.09%
Messaging	7	8.05%
Video Conferencing	21	24.14%
Others	0	0%
Total	87	100%

Table 4.1.17

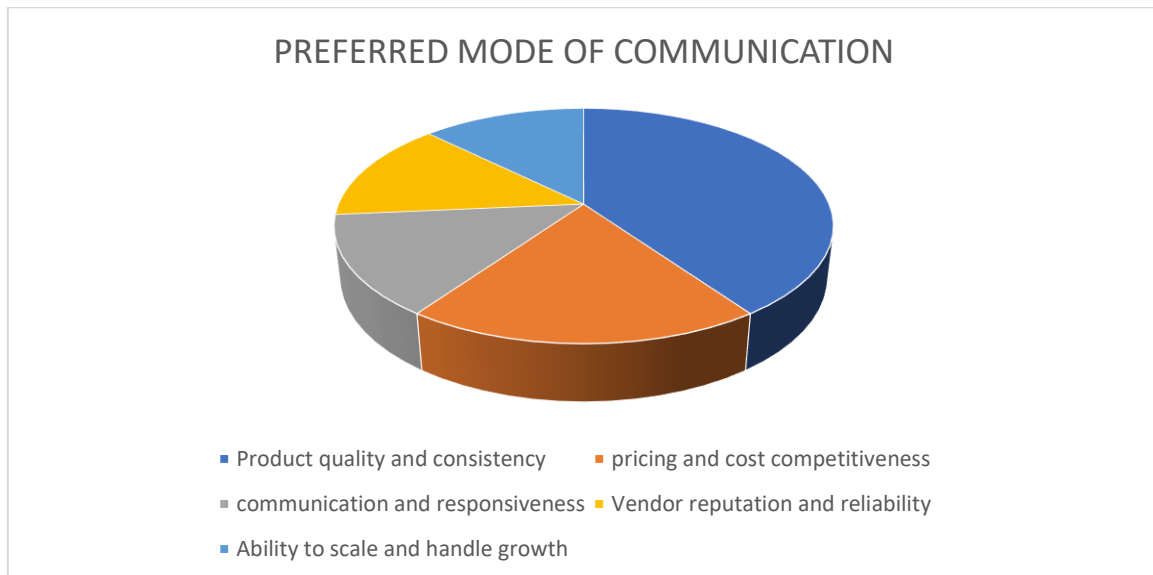


Fig 4.1.17

INTERPRETATION:

From the above table 4.1.17 which denotes preferred mode of communication

- 51.72% of the respondents prefer E-mails for their communication
- 16.09% of the respondents prefer phone calls for their communication
- 8.05% of the respondents prefer messaging for their communication
- 24.14%% of the respondents prefer video conferencing for their communication
- 0% of the respondents prefer other options for their communication

4.1.18 TABLE INDICATING PERFORMANCE IMPACT

PERFORMANCE IMPACT	FREQUENCY	PERCENTAGE
Yes	79	90.8%
No	5	5.75%
May be	3	3.45%
Total	87	100%

Table 4.1.18

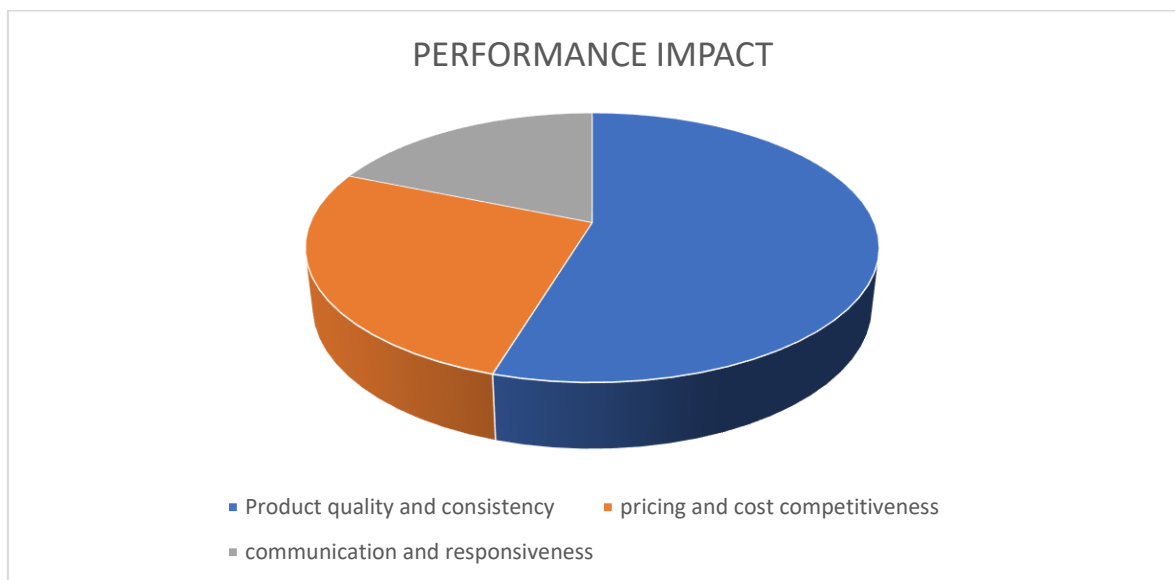


Fig 4.1.18

INTERPRETATION:

From the above table 4.1.18 which denotes performance impact

- 90.8% of the respondents think maintaining friendly relationship with your vendor increases their performance
- 5.75 % of the respondents think maintaining friendly relationship with your vendor will never increase their performance
- 3.45 % of the respondents think maintaining friendly relationship with your vendor may increase their performance

4.1.19 Situation handling

The question revolves around a scenario where a vendor is underperforming and failing to provide necessary updates. In such a situation, the respondent outlines a proactive approach to address and rectify the issues with the vendor.

Interpretation:

➤ **Immediate Communication:**

The respondent emphasizes swift action by suggesting getting on a call with the vendor immediately. This indicates a commitment to addressing the problem promptly rather than letting issues linger.

➤ **Issue Resolution:**

The focus is on addressing any issues the vendor might be facing. By stating, "address any issues they have," the respondent suggests a collaborative problem solving approach to understand and resolve the root causes of the underperformance.

➤ **Proactive Support:**

The response indicates a proactive stance in supporting the vendor. The phrase "be on top of it" suggests a hands on approach to ensure that the vendor gets back on track in terms of performance.

➤ **Investigation and Understanding:**

The respondent expresses an intention to investigate the reasons behind the vendor's non cooperation. By saying, "try to find out what stops them," it indicates a commitment to understanding the challenges the vendor is facing.

➤ **Requirements Assessment:**

The respondent suggests an effort to understand the vendor's requirements and assess if they can be fulfilled. This demonstrates a willingness to collaborate and find mutually beneficial solutions.

➤ Communication and Trust Building:

The respondent plans to communicate with the vendor to explain the importance of the requested information and how it can be beneficial. Additionally, there is an emphasis on building trust by providing facts from live cases.

Overall, the interpretation highlights a strategic and collaborative approach to vendor management, with a focus on problem solving, proactive support, and building a constructive relationship even in challenging situations.

4.2 CHI SQUARE TEST

4.2.1 HYPOTHESIS

Null Hypothesis (H0): There is no significant relationship between effective communication and vendor's retention

Alternative Hypothesis (H1): There is a significant relationship between effective communication and vendor's retention

➔ Crosstabs

[DataSet3]

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Frequency * Retention	87	100.0%	0	0.0%	87	100.0%

Frequency * Retention Crosstabulation

Count		Retention					Total
		Maybe	no	No	yes	Yes	
Frequency	frequently	0	2	2	0	52	56
	occasionally	0	1	4	0	1	6
	rarely	0	1	0	0	1	2
	very frequently	1	1	0	2	19	23
Total		1	5	6	2	73	87

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	54.696 ^a	12	<.001
Likelihood Ratio	33.173	12	<.001
N of Valid Cases	87		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .02.

INTERPRETATION

The chi-square value 0.001 falls below the significance level of 0.05 leading to the acceptance of the alternate hypothesis (H1) and the rejection of the null hypothesis (H0).

INFERENCE

There is a significant relationship between effective communication and vendor's retention

4.3 ANOVA

4.3.1 HYPOTHESIS

Null Hypothesis (H0): There is no significant relationship between collaboration level and satisfaction level

Alternative Hypothesis (H1): There is a significant relationship between collaboration level and satisfaction level

→ Oneway

ANOVA

CollaborationLevel

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.982	2	.991	11.882	<.001
Within Groups	7.006	84	.083		
Total	8.989	86			

ANOVA Effect Sizes^a

		Point Estimate	95% Confidence Interval	
			Lower	Upper
CollaborationLevel	Eta-squared	.221	.073	.352
	Epsilon-squared	.202	.051	.336
	Omega-squared Fixed-effect	.200	.051	.334
	Omega-squared Random-effect	.111	.026	.200

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

INTERPRETATION

The significance value 0.001 falls below the significance level of 0.05 leading to the acceptance of the alternative hypothesis (H1) and the rejection of the null hypothesis (H0).

INFERENCE:

There is a significant relationship between collaboration level and satisfaction level

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- Majority of the respondents are female.
- Majority of the respondents are Associates
- Majority of the respondents work there for less than 1 year
- Majority of the respondents manages 100-200 vendors
- Majority of the vendors focus on furnitures
- Majority of the respondents consider product quality and consistency
- Majority of the respondents feel that there is effective relationship between communication and vendor retention.
- Majority of the respondents are very satisfied with the service quality
- Majority of the vendors are moderately adaptable to changes and evolving market conditions
- Majority of the respondents feel moderately cooperative with vendor's collaboration and willingness to work as a partner in achieving success
- Majority of the respondents feel vendor's are moderately satisfied with the level of support and assistance provided by InteleANTS
- Majority of the respondents moderately engage in collaborative projects or initiatives with their vendors to strengthen long-term partnership.
- Majority of respondents engage in monthly engagement meetings with their vendors
- Majority of the respondents prefer E-mails for their communication
- Majority of the respondents think maintaining friendly relationship with your vendor increases their performance
- OJ Commerce implements a structured onboarding process that includes a detailed video conference, negotiation of critical aspects, and meticulous drafting of agreements. This structured approach ensures a systematic and organized integration of new vendors into the business ecosystem.
- The onboarding process at OJ Commerce places a significant emphasis on transparent communication and conflict resolution. By gaining a comprehensive understanding of the vendor's business landscape and

addressing potential disagreements through adherence to Standard Operating Procedures (SOP), OJ Commerce aims to foster a collaborative and conflict-free business relationship.

- The respondents highlight a collaborative problem-solving approach by expressing an intention to understand the root causes of underperformance. Additionally, the emphasis on communication and trust-building underscores the importance of maintaining constructive relationships with vendors, even in challenging situations.
- Respondents emphasize a proactive and immediate approach to handling underperforming vendors. The commitment to swift communication, issue resolution, and proactive support indicates a strategic focus on addressing challenges promptly.

5.2 SUGGESTIONS:

- Introduce diversity and inclusion programs for a balanced vendor management team.
- Provide professional development and mentorship for Associate career growth.
- Develop retention strategies, including regular feedback, for employees with <1 year experience.
- Optimize vendor portfolio size with technology-driven solutions for efficient collaboration.
- Diversify vendors into new product categories, informed by market research.
- Invest in communication skills training for effective vendor relationships.
- Collaborate with vendors on quality improvement based on satisfaction survey feedback.
- Enhance adaptability and collaboration skills through training programs.
- Implement structured collaborative projects to strengthen vendor partnerships.
- Explore communication channel optimization and relationship-building initiatives.

5.3 CONCLUSION:

Implementing a comprehensive strategy for vendor relationship improvement involves initiatives such as diversity programs, professional development, and retention strategies. Managing vendor portfolios efficiently, diversifying vendor categories, and enhancing communication skills contribute to fostering long-term partnerships. Quality improvement collaborations, adaptability training, and feedback mechanisms further strengthen relationships. Structured projects, optimized communication channels, and trust-building initiatives are crucial, while refining onboarding processes and implementing conflict resolution frameworks ensure transparency. Proactive issue handling and a continuous improvement culture contribute to a positive vendor relationship. Utilizing technology for engagement and conducting regular feedback sessions with vendors are essential components of this multifaceted strategy. Overall, these efforts aim to create a collaborative, transparent, and mutually beneficial partnership with vendors.

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ANNEXURE – QUESTIONNAIRE

A Study on Business Association with Prospective Vendors for an E-Commerce platform with reference to InteleANTS

1. Name
2. Gender
 - Male
 - Female
 - Prefer not to say
3. What is your designation/role within vendor management team?
4. How many years of experience do you have in vendor management?
 - a) less than 1 year
 - b) 1-2 years
 - c) 2-3 years
 - d) 3-4 years
 - e) more than 4 years
5. What is the average number of vendors your team manages or collaborates?
 - a) less than 10
 - b) 10-50
 - c) 50-100
 - d) 100 -200
 - e) more than 200
- 6) What is the primary product category or industry focus of your vendor?
 - a) Furniture
 - b) Home and garden
 - c) Electronics
 - d) Kitchen equipments
 - e) Others

7) Select the factors used by InteléANTS in selecting vendors

- a) Product quality and consistency
- b) pricing and cost competitiveness
- c) communication and responsiveness
- d) Vendor reputation and reliability
- e) Ability to scale and handle growth
- f) Other:

8) Do you think effective communication with your vendor helps you to retain them on a longer basis?

- a) Yes
- b) No
- c) Maybe

9) On a scale of 1-5, how satisfied are you with the vendor's product or service quality?

Very Satisfied

- 1
- 2
- 3
- 4
- 5

Very Dissatisfied

10) Please rate the vendor's ability to adapt to changes and evolving market conditions

Inflexible

- 1
- 2
- 3
- 4
- 5

Highly adaptable

11) How would you rate the vendor's collaboration and willingness to work as a partner in achieving mutual success?

Uncooperative

1

2

3

4

5

Highly Cooperative

12) How would you rate the vendor's satisfaction with the level of support and assistance provided by InteléANTS in building a long-term relationship?

Very dissatisfied

1

2

3

4

5

Very satisfied

13) How frequently do you engage in collaborative projects or initiatives with your vendors to strengthen long-term partnership?

Rarely

1

2

3

4

5

Very frequently

14) Tell in brief about vendor's onboarding process

15) To what extent does InteléANTS engage in regular meetings or evaluations with vendors to strengthen the long-term relationship and make necessary improvements?

Monthly

Quarterly

Half yearly

Annually

16) Inventory frequency of your vendor

17) How frequent do you communicate with your vendor regarding inventory update?

18) Preferred mode of communication

a) E-mail

b) Phone calls

c) Messaging

d) Video conferencing

e) Others

19) Do you think maintaining friendly relationship with your vendor increases their performance?

a) Yes

b) No

c) Maybe

20) Assume that the vendor you deal with doesn't perform well and fails to send you updates from their end.

How do you handle/deal this situation?