

Business Standard

Flipkart to offer merchant support services

F1-Stop to provide training, cataloguing and financial assistance

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E-commerce portal Flipkart will provide basic support services to small business enterprises, which form almost 90 per cent of all merchants on the online marketplace.

Flipkart One Stop, or F1-Stop, will provide sellers services like registration, training, cataloguing, packaging and financial assistance. It will help first-time merchants with the intricacies of online selling and save them the effort of searching for service providers for basic tasks.

Flipkart's smaller rival Paytm recently launched a similar initiative for small and medium enterprises to come online. Through its GoBig platform, the Alibaba-backed firm provides technology tools such as content writers, web marketers and photographers, and has a directory of service providers that extend loans.

Paytm also hopes to expand the network of merchants on its e-commerce marketplace from 60,000 to 100,000 by the end of this year. However, Flipkart said its service was different. Instead of being a directory of services, all the essential ones will be provided by a single merchant to its vendors.

The company has tied up with full service agency Chikiweb. Flipkart plans to add 50-60 agencies by the end of this year.

HELPING HAND

- ❖ F-1 Stop is expected to assist Flipkart expand its network from 30,000 sellers to 100,000 by year-end
- ❖ The company is starting with 10 cities and will scale up to 20 by the end of this year
- ❖ The e-commerce company plans to add 50-60 agencies by the end of this year
- ❖ **It has tied up with full service agency Chikiweb.**