Myntra

Description:
Myntra is a major Indian fashion e-commerce company which provides wide variety of fashion and lifestyle products.

Strengths:
- All the products are organized by categories.
- Includes various filters (color, brand, size, price, fabric, etc)
- Clear display of ratings directly on the product image.
- Products have many images.
- Recommendation of similar products.
- Includes customer reviews.
- Easy checkout process.
- Various payment options available.
- Navigation is easy with proper headings.
- Detailed and easy to understand size chart.
- Reaches out to large demographic such as Men, Women, Kids.

Weaknesses:
- The home page has too many things, which makes the layout overwhelming.
- Layout of landing page is confusing and does not look clean.
- Can not find languages option.

Description:
AJIO is a fashion and lifestyle brand and is Reliance Retail's digital commerce initiative.

Strengths:
- Includes various filters (color, brand, size, price, fabric, etc)
- All the products are organized by categories.
- The product description is very subtle and clean.
- Products have many images.
- Can also change layout of products with grid option.
- Lot of information available on home page.
- The option of similar products has good recommendation.
- Easy checkout process.
- Various payment options available.
- Navigation is easy with proper headings.
- Detailed and easy to understand size chart.
- Reaches out to large demographic such as Men, Women, Kids.

Weaknesses:
- Due to large images and too many lanes, the landing page may seem overwhelming.
- The home page does not look clean because of lack of white spaces.
- Does not include cutomer reviews.
- Can not find languages option.

H&M

Description:
H&M, Hennes & Mauritz AB is a Swedish multinational clothing company headquartered in Stockholm. Its focus is fast-fashion clothing for men, women, teenagers, and children.

Strengths:
- The landing page is very clean and subtle. It has minimalistic layout.
- Font sizes and colors are effective and easy to read
- Navigation bar is organized by headings and establishes hierarchy of information.
- Detailed and easy to understand size guide. It also includes separate option for Maternity.
- Can also change layout of products with grid option. It also has two different options filtering as Model and Products.
- Includes various filters (color, brand, size, price, fabric, etc)
- Reaches out to large demographic such as Ladies, Men, Baby, Kids.
- The option of similar products has good recommendation.
- Easy checkout process.
- Various payment options available.
- Navigation is easy with proper headings.

Weaknesses:
- After adding a item, it does not give another option of buying. We will need to go to the shopping bag and then checkout.
- Does not include cutomer reviews.
- Can not find languages option.

ZARA

Description:
Zara is a Spanish apparel retailer based in Spain. The company specializes in fast fashion, and products include clothing, accessories, shoes, swimwear, beauty, and perfumes.

Strengths:
- Clean and subtle layout. The white background makes the product stand out more.
- Font sizes helps with redability.
- Navigation bar is organized by headings and establishes hierarchy of information.
- Reaches out to large demographic such as Men, Women and Kids.
- Detailed and easy to understand size guide.
- Includes various filters (color, brand, size, price, fabric, etc)
- The option of similar products has good recommendation.
- Easy checkout process.
- Various payment options available.
- Navigation is easy with proper headings.

Weaknesses:
- Too much minimalism may lead on to miss out on some information.
- While scrolling, The ZARA logo and menu bar does not move, it is fixed which does not seem quite convenient.
- Can not find languages option.

Description:
Flipkart is India's leading e-commerce marketplace offering over 30 million products cross 70+ categories including Books, Media, Consumer Electronics and Lifestyle.

Strengths:
- Indirect competitor as it sells variety of products. Therfore the homepage has all categories of products.
- Font sizes helps with redability.
- Navigation bar is organized by headings and establishes hierarchy of information.
- Reaches out to large demographic such as Men, Women, Baby and Kids.
- Detailed and easy to understand size chart.
- Includes various filters (color, brand, size, price, fabric, etc)
- The option of similar products has good recommendation.
- Easy checkout process.
- Various payment options available.
- Includes customer reviews.

Weaknesses:
- Too much information on every page, makes the browing experience little confusing.
- Less spacing between vertical lanes.
- Can not find languages option.

amazon

Description:
Amazon.com is a vast Internet-based enterprise that sells books, music, movies, housewares, electronics, toys, apparel and many other goods.

Strengths:
- Indirect competitor as it sells variety of products. Therefore the homepage has all categories of products.
- Font sizes is very clear and readable.
- Easy zoom in view of products,
- Language settings available with many given languages.
- Navigation bar is organized by headings and establishes hierarchy of information.
- Reaches out to large demographics such as Men, Women, Baby and Kids.
- Simple size chart.
- Includes various filters (color, brand, size, price, fabric, etc)
- The option of similar products has recommendation.
- Easy checkout process.
- Various payment options available.
- Includes customer reviews.

Weaknesses:
- Too much products and information on landing page. The page does not look clean with too much proximity.
- Less spacing between vertical lanes.
- Many things to focus on one page, distracts the customer.

SUMMARY

- Indian e-commerce market has been witnessing high growth during the past few years, a trend that is expected to continue with the value of e-commerce sales expected to grow by 21.5% to reach the value of INR5.5 trillion ($74.8bn) in 2022,
- The COVID-19 pandemic has further accelerated the shift towards online shopping.
- 62 percent of online buyers shop at least once per month (Episerver)
- Low digital barriers to the industry makes it easy for clothing merchants to fulfill international orders.

EFFECTIVE STRATEGIES

- Personalization: tracking the customer's online behavior and purchase history enables the online fashion retailers to recommend other products to customers
- Social media: Instagram, Facebook, and Twitter to promote products can create buying paths that could lead to their actual online websites..
- Online sizing: makes it easier for shoppers to buy the right size without having to try on the clothes.