



Vendor Acquisition for a leading e-commerce player

-For the earliest player in Digital Wallet space

- Jun. 2015

E-commerce seems to be the 'happening business' of the decade. While techies build the online platform for e-shoppers, management professionals in the organization have the tasks of vendor acquisition, vendor on-boarding, digital marketing, client servicing, etc.

As management professionals in the making, BSBS student researchers had the opportunity to acquire vendors across the supply chain of various categories of consumer products. The wrath of the traders owing to their past, bitter experience/s only strengthened the student researchers in facing challenges in business management.

What is vendor on-boarding? What problems do vendors face with e-commerce partners?

Ask for more....