

Government Recommendations for the Effective Implementation of QuickCommerce Policy to Transform the E-Commerce Sector

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Abstract – This paper attempts to determine the guideline for the Government's Initiative to change the country's E-commerce sector and take it to a new level of QuickCommerce. The initiative aims to take the country's e-commerce industry to a new level of QuickCommerce. The method known as "Qualitative Research" is utilized by the researchers working on the research in this area of work. This study material was obtained from many online sources, including social media, websites, online media, and articles, and it is presented here in a descriptive way. According to this paper, establishing this guideline would ensure the much-required improvement in the E-commerce Market. It will prepare it for the effective implementation of QuickCommerce in the nation. In order to design and successfully execute QuickCommerce, several processes need to be followed in the correct order. The first step is to conduct an analysis and determine the key challenges already present, delaying the smooth implementation. Second, the selection of a path ahead for its implementation and the decision of the important indicators required for it to be implemented. In conclusion, the next step is to suggest a solution based on the analysis. This study is confined to the extent that the problem is clearly described, then offers the solution with its working flow, and determines what advantage it will provide to solve the problem that the present e-commerce market is facing.

Keywords: QuickCommerce; E-Commerce; Information Age; On-Demand delivery; Instant Commerce

I. INTRODUCTION

In the Information Age in which we live right now, many advancements have been made, and one of the most important inventions is the 'Internet.' It made people more connected and informed about each other. So, you can get any information and service with one click, and one of the essential services people attain through the Internet is the 'E-Commerce' service. 'E-commerce' or 'Electronic Commerce' (Alkis et al., 2022) means you can order or purchase electronic items, apparel, medicine, books, etc., anything through an 'E-commerce' website, and gain an experience of Online Shopping. Lastly, depending on the service, the ordered items will reach you in a limited time bracket, like 2 Days or 3 Days. The E-Commerce service was already booming and progressing. However, after the COVID-19 pandemic (Jaller et al., 2023), its usage advanced more in a minimal time, now everyone is at home and cannot go outside due to the lockdown, and even after the lockdown is finished, the 'Work from home' continued. So, now everyone is using 'E-Commerce' as a method of shopping for every type of item. This sudden load of users with orders tested the 'E-commerce Logistics' strength, and it highlighted the weakness of the current 'E-Commerce Logistics' (Li et al., 2021) in terms of Capacity to handle Load, Service Quality, Meeting the Delivery Timelines, etc., and these are few of the many issues been made visible to the people who need to be fixed because more people are now getting used to Online Shopping and need a better Service experience with a wide range of varieties to timely receiving their Order.

That is why a guideline or a vision is needed from the government to revolutionize the Traditional

E-Commerce structure and help them fix the issues, and prepare them for the future of E-commerce. So, one of the key concepts introduced for the transformation and evolution of 'E-Commerce' is 'QuickCommerce,' (Stojanov, 2022) which has been embraced as the solution to the new behavior of Online Consumers to get the best items in a fast and flexible way. As the name suggests, 'QuickCommerce' means getting your Online shipment quickly, and the delay between Ordering and receiving should be minimized. How it should be minimized depends on the Capability of Logistics Strength, but generally, it is between 10 minutes to 1 hour. Sometimes it is also called or used interchangeably with 'On-Demand delivery' or 'Instant Commerce,' so there is no need to be confused. QuickCommerce involves quick intimation of the Order placed by the customer with all mandatory details, especially its Delivery Location. After it, you require an immediate fulfillment center near the customer location and make sure the Order gets ready in minimum time. Lastly, make the delivery to the customer as quickly as possible; these are the overall outline of the process. QuickCommerce (Huang et al., 2021) not only gives a competitive advantage and also becomes the new value add to e-commerce by adding Speed and convenience as part of the logistics journey. This new concept will also open the window of new opportunities in terms of Business and employment. Also bring further technological advancement for solving the problem in implementation, which not only addresses the Challenges of QuickCommerce but also Nurture the business market by introducing a new set of solutions and digital use cases that will overall create a good impact and make country's private sector more digitized.

The idea of 'QuickCommerce' (Stojanov, 2022) seems ambitious and challenging to implement but change in consumer behavior has already been developed, and it is not going anywhere even after the Post Pandemic because this new Concept is fulfilling their needs and providing the ease and convenience they need. So, it has challenges, but there are ways and solutions to implement it successfully. Some are more specific to the private sector, and in some cases, they need help and support from the government. Because on their own personally will find difficulty in running but, not only in terms of Finance or Workspace, also the guidance and direction for successfully applying it because it has the element of risk of failure in it without a careful understanding of the concept, it can backfire. That is why creating a standard policy from the government that contains the guidelines and support for the successful implementation of QuickCommerce in the country would boost this Transformation change in the E-Commerce market. Also, many benefits can bring, like employment opportunities, an increase in business activities, Investment, and most importantly, the overall increase in the effectiveness and efficiency of country development with faster logistic infrastructure. We also know that this closed network or way of reaching the people can also be utilized for other government initiatives in case of emergency; with the help, QuickCommerce government will not provide the infrastructure but the expertise to use it for the betterment of its citizens. This will take the country to a new level to

be ready and prepared for any situation we face, Like with COVID Pandemic (Jaller et al., 2023). We can imagine that if this QuickCommerce were already in place before the Pandemic, this initiative, in many ways, would help in the governance and assisting citizens by providing better and necessary care to its citizen as quickly and effectively as possible. It can also help the country improve on the 'Logistics Performance Index' done by the World Bank, which will make the country's government get advance that will help them compete with any country in the Global world. This Initiative will help the country become more effective and competent and increase the overall economy. That is why it needs to be implemented for what is coming. It is a new term, which is why its potential is largely untapped; it has to be implemented gradually, not in a rush, because it is still in the learning phase, so we will discuss in detail the plan and framework for the step-by-step implementation it and also will share the challenges it has right now with the possible solutions and ways through which we can cope with it. These are all we will discuss in this Article.

II. METHODS

This research article aims to explore strategy and initiative development for the successful implementation of QuickCommerce (Stojanov, M., 2022) in the country; for that purpose, the study in this paper used a qualitative content analysis approach to the current practices of the E-commerce and Logistics sector (Wu, G., 2021). This mentioned approach is used to understand and interpret textual information. The process follow-through phases of going through the materials and data and then analyzing it. For Analyzing, we have taken help from some tools for searching and understanding the pattern of the information and, through analysis, focus specifically on strategy development, show in figure 1.

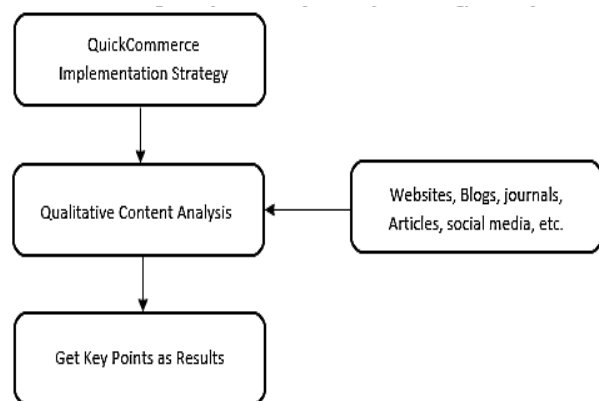


Figure 1. Framework evaluation for Creating Strategy

Some of the collected Data was processed through NVivo 12 Plus Software (Alfarizi & Sari, 2021).to determine the critical theme used in all different documents studied for this paper and then presented in detail as described in the finding of the results. NVivo 12 Plus is used to organize, examine, and visualize data. Nvivo 12 Plus was used to categorize the data through the following steps: (1) importing research data onto the Nvivo 12 Plus work screen; (2) categorizing research data according to the category (3) gathering research variables and indicators

according to the research concept employed; (4) coding data that are analyzed into collected variables and indicators; and (5) rereading and reinterpreting the coded data to ensure its accuracy, show in figure 2.

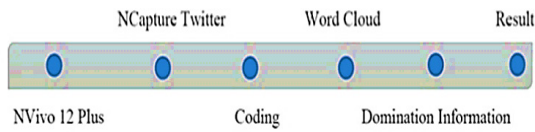


Figure 2. Describes step-by-step flow on Nvivo Coding

The descriptive analysis approach will use the concept of E-government to make this strategy successful and easy to implement. That is why a careful analysis will be done through textual and graphical representation of the analyzed data to explore key points mentioned in the guidelines. Also, for the Literature review, we have used the in-direct citation (McCombes, 2022). We have used the grounded theory Approach of the Research method, To Explore the complex domain of governmental guidelines about the prompt and effective execution of QuickCommerce policy within the dynamic sphere of the e-commerce industry. This approach facilitated the development of a holistic comprehension of the intricate dynamics in operation based on empirical evidence rather than preconceived assumptions. Our objective was to thoroughly engage with governmental goals and policies' complex intricacies to identify developing patterns, gain valuable insights, and establish relationships. Ultimately, we aimed to offer a nuanced perspective on effectively utilizing QuickCommerce as a catalyst for transformation within the e-commerce sector.

III. RESULTS AND DISCUSSION

With the help of the analysis done through Nvivo of data captured regarding QuickCommerce from different sources, we were able to find out some prominent theme it which has to be a part of the Plan regarding the successful implementation of QuickCommerce in the country. We will discuss These key points in this section one by one with complete details regarding the explanation and why it has been added to the guidelines, show in figure 3.

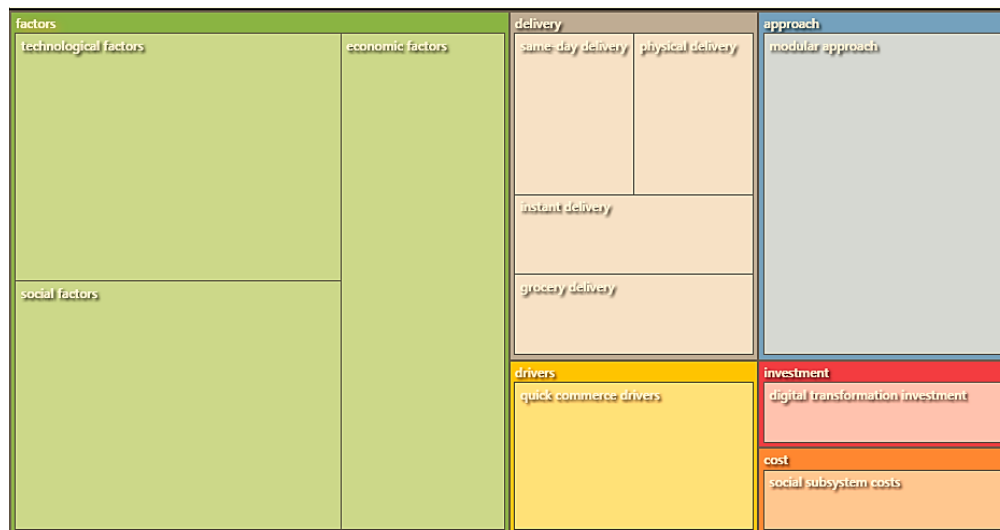


Figure 3. The central theme highlighted after Analysis

3.1 Customer Delivery Address Standard

To make the process of Order delivery to customers quick and smooth. The Clear mention of the customer's delivery address is critical; without it, Delivery Rider either has to contact the customer to understand the address from him. If the phone is picked up, then Delivery Rider can reach the customer's location. Still, if not picked up, then Delivery Rider has visited around and tried to ask people in the streets to reach near to the customer's Location. In Either scenario, the essential thing that is wasted and compromised by Delivery Rider on unnecessary challenges is 'Time,' and we know that in QuickCommerce, critical 'Time' is very important to provide as quickly the ordered item to the customer. In Traditional Ecommerce, this challenge regarding Clear Customer Delivery Addresses is present, but it is negligible because the time gap between ordering and delivering the order is greater in QuickCommerce; that Time gap is very narrow we, have to dispatch orders within 10 to 30 Minutes so the way Delivery Rider will spend every minute is crucial for the success of QuickCommerce. That is why we have to standardize how Customer Delivery Addresses will be taken on the Website or Application. For this purpose, Delivery Address Standard should be Shared with Customers on the Website or Application and Aware Customer through Interactive Notes, Video Tutorials, Animations, Examples Addresses, etc., for Easiness of Customers and its Importance for a Smooth Delivery Process. This solution will eventually be used in QuickCommerce and E-commerce, parallelly solving the challenge of Ecommerce with QuickCommerce. That is why this standard has a vast impact not only limited to QuickCommerce.

3.2 Customer Address Validation Solution

In Order to make sure the Standard of Customer Delivery Address, the way of customer delivery address taken on the Website or Application should be designed so that the Customer will have to give the Address in a particular way; otherwise, the Customer cannot able to Book Order. The solution of Address needs to be created to make it possible and implemented in a place where the Customer creates the Order. It can be an API (Application Programming Interface) Call or Plugin solution, an easy

link in the Current System. Also, it just integrates and starts working with the existing system correctly. So, QuickCommerce companies can either develop this Solution in-house on their existing website or application or can take assistance from the government, and government can develop the standard Delivery Address solution with all the essential features mainly for those companies who cannot create it in-house by themselves. The government can take service charges from them in return for these solutions to QuickCommerce companies.

3.3 Setting Up Dark Stores

The Traditional Ecommerce sector usually has a single fulfillment center within the city, where the eCommerce Shipper manages inventory and packing of Delivery orders. Also, the Delivery Rider will have to reach that location to Take Orders for delivery to the customer. The delivery time is depended on the distance between the fulfillment Center from where the Delivery Rider has picked up the Order and the Customer Location where Delivery Rider has to deliver the Order; in some cases, the distance is near so that delivery can be done quickly but in other instances when distance is greater than delivery of an order will take time. Therefore, to make QuickCommerce successful, we cannot use the current way of Ecommerce Infrastructure; we have to create a plan that the distance between the customer location and the fulfillment center should be standard and equal for all Customers; otherwise, it will have a customer-specific dependency and we cannot able to maintain the QuickCommerce standard. That is why we have to implement the concept of 'Dark Store,' which means instead of having a single big size fulfillment center in a city, we can get multiple mini fulfillment centers in different parts of the city. The mini fulfillment center location should be selected by doing thorough research about the city where the location should be, which can easily cover maximum customer locations. Also, through that 'Dark Store,' delivery within 10 to 30 minutes is possible. Its logic will be simple Select the 'Dark Store' location and then draw a radius around it with the Dark Store location in the center. Lastly, mark the radius around the dark store boundary until delivery within 10 to 30 minutes is possible. The locations outside the 1st Dark Store radius will be covered through the 2nd created Dark Store and continue the practice until all locations within the city become accessible for all Dark Stores within 10 to 30 minutes, show in figure 4.

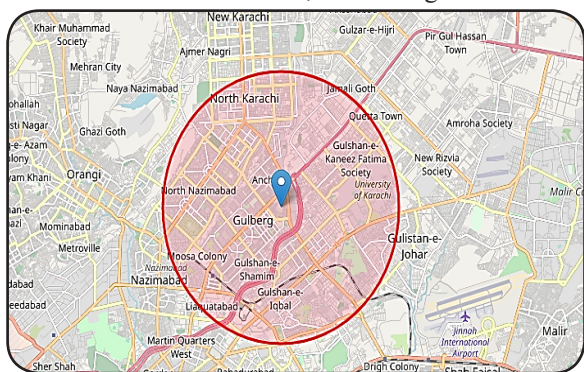


Figure 4. Representing Radius Around Dark Store with Dark Store in Center

To make Dark store creation possible, there are a few hurdles regarding the availability of accurate locations. The

government can able to help them with this regard through:

3.3.1 Providing Government-Owned Location Spaces

The government-owned so many real estate properties in the cities, which in some cases have more than enough space that the government needs for its own work, and that space is left empty and unutilized. So, in QuickCommerce creating Dark Store, Government can provide the unutilized areas of themselves a city as an option to QuickCommerce companies where if they find it feasible, they can create Dark Stores on the location. In that way, the Government can bring their unused area spaces in utilizing for Quick Commerce's successful implementation and, at the same time, can get rental charges from QuickCommerce, so it is a Win-Win situation for both of them.

3.3.2 Creating Co-Working Space Project

The government can also take it to the next level by launching the Co-Working Space Project, in which they will create a whole infrastructure that supports different private sectors to get a proper working environment that is fully equipped with all the necessary requirements for the business. In this project, especially to help QuickCommerce, the Dark Store creation space should be given to all different QuickCommerce companies. So instead of offering only space with this co-working space Government will provide already built Dark Store spaces with all the necessary equipment; the QuickCommerce Companies have to move and start working, which will really speed up the Dark Store creation process for QuickCommerce companies in return government can get rental charges from them.

3.3.3 Creating a Platform to Get Spaces Easily

Government can have the spaces within the city. Still, it is also limited, which is why to explore more options of Location spaces suitable for QuickCommerce companies to create Dark stores, Government can create an Online platform on which different private sector companies can list their unutilized spaces in their companies with all details like pictures of empty space, Location of company, Rental charges, etc., there and Different companies in our case the QuickCommerce companies in need of space for creating Dark store can check and analyze the space available option of different companies, and pick choose the location of their need. In that way, it will benefit not only the QuickCommerce companies but also the Different private sector businesses.

3.3.4 Creating a Solution for Dark Store Tagging

The Solution will be needed to efficiently check and tag Dark stores for the order fulfillment and delivery of orders according to the customer location. It will work on Nearest to Dark Store Radius Logic. When the Customer books an order, then, according to its Delivery Address, the Latitude and Longitude of its location will be Picked. Then this Solution System will decide that This Customer Delivery Address is in the nearest Range to deliver the order within 10 to 30 minutes of which Dark Store, and finally will tag and inform that dark store to do Fulfillment and Delivery of the Order. So, QuickCommerce companies can either develop this Solution in-house on their existing website or application or can take assistance from the government, and government can develop the Dark store tagging solution with all the essential features mainly for those companies

who cannot create it in-house by themselves. In return for these solutions to QuickCommerce companies, the government can take service charges from them.

3.4 Using Dark Stores for Multiple Purposes

By Creating Dark stores, it will not only minimize the time to deliver Order to customers, but also it will help QuickCommerce companies to use Dark stores as locations to do multiple tasks, which in the case of E-commerce infrastructure was difficult to do like:

3.5 Using Dark Stores as Order Pickup Points

It often happens that the customer is not available in the delivery location to pick up the order, and the Delivery rider will attempt to the order in a certain amount of time. In that case, the customer has to wait for another day to receive the order; in case the Customer wants it urgently, then there is two option; one option is Delivery Rider should come back and Attempt delivery again, which is difficult if the Delivery rider is already going far from customer location and other option is Customer should pick order from fulfillment center by himself, which we have discussed that in traditional Ecommerce infrastructure, the distance between customer location and fulfillment center vary customer to customer. If it is near, the customer can pick up his order easily, but in case it is far, then it is difficult for the customer to go. Therefore, in QuickCommerce with Dark stores in place, the customer location will always be within a few minutes' distance from the Dark store. That is why any customer, in case of urgency, can pick up his order easily from the Dark store by himself, and even the delivery rider will always be within a few minute's distance from the customer's location in the Dark store so that he can reattempt delivery of the order again.

3.6 Using Dark Stores as Order Return/Exchange Points

This scenario also happens in some cases when a Customer has received the Order, opened the order, and finds that the received Order is damaged or received order is not what the customer ordered, etc., In Traditional Ecommerce infrastructure, a customer complaint about it through Online chat or by Calling Customer support, and then there is two option from which he can utilize; one option is to wait for Delivery Rider to come back either the same day or the next day it depends and take back damaged, or wrong packed order from a customer and either deliver Correct and undamaged order or give back the Order cash amount this process takes time as mentioned it depends. Moreover, another option the Customer has is that he should pick up an order from the fulfillment center by himself; we have discussed that in traditional Ecommerce infrastructure, the distance between the customer location and the fulfillment center vary customer to customer. If it is near, then the customer can return or exchange his order easily, but in case it is far, then it is difficult for the customer to go. Therefore, in QuickCommerce with Dark stores in place, the customer location will always be within a few minutes' distance from the Dark store. That is why any customer, in case of receiving faulty orders, can return or exchange his order easily from the Dark store by himself, and even the delivery rider will always be within a few minutes distance from the customer location in the Dark store, so he can also

come back again easily.

3.7 Creating Customer Parcel Locker in Dark Stores

The customer, in case of failure to receive the order due to unavailability, still wants to receive the order. Still, the delivery rider is far cannot reattempt again, and even the customer wants to pick order by himself but cannot do due to the unavailability of staff in the fulfillment center to hand over the delivery order because it passed working hours. It is already late then the 'Parcel locker' is a concept that comes in place for order receiving so the Delivery rider, in case of customer unavailability, can leave the order in the parcel locker near to customer location, which in QuickCommerce will be Dark store and customer can come to pick order from parcel locker at any time of its convenience. It is one of the biggest advantages of Dark stores which solves the biggest disadvantage in order to implement the Parcel locker concept, which is to find availability of space n to customer locations that will be easily solved by Dark stores.

3.8 Making Sure the Quick Fulfillment of Delivery Order

For making sure the quick Delivery of Orders in QuickCommerce, The Fast fulfillment of Orders according to the requirement of the customer is as important as delivering orders quickly from the fulfillment center to the customer location. Fulfillment of Order consists of Receiving an Order from the customer, then picking items from inventory according to the customer's requirement, after it packing the delivery order, and finally, Handover the Delivery Order to Delivery Rider. So, the Fulfillment of orders has multiple steps, and some of them are very critical, like picking items. If any mistake is made, then the whole Order customer will cancel based on it. In Traditional Ecommerce, this challenge regarding the Correct picking of Order for fulfillment is present, but its chances are minimum because the time gap between ordering and delivering the order is greater, so Fulfillment staff can take time in order to do work correctly in QuickCommerce that Time gap is very narrow we have to deliver Order within 10 to 30 Minutes so the time Fulfillment staff will take to pack the order is crucial for the success of QuickCommerce. Without Quick and accurate Fulfillment, we can't make QuickCommerce successful. To make the quick fulfillment process smooth, the following points need to be noted:

3.8.1 Effectively Managing the Inventory Stock

In QuickCommerce, it is vital that the stock of Ordered items should be available in large quantities in dark stores, so QuickCommerce companies should efficiently manage the stock of items and also have easy visibility of it in their system so they can track and view the inventory items digitally and also can fulfill the requirement easily with a single click. Then with advanced analytics techniques, they can do an analysis of inventory data and can find patterns in it. With the help of it, QuickCommerce companies can know, according to past purchasing experience of customers, what items should be present in the dark store and also in what quantity. So, QuickCommerce companies can either develop this smart inventory management Solution in-house on their existing website or application or can take assistance from the government, and government can develop the solution with all the essential features mainly for those companies

who can't create it in-house by themselves. In return for this solution to QuickCommerce companies, the government can take service charges from them.

3.8.2 Effectively Managing the Picking and Packing of Items

As we have discussed in the previous point, In QuickCommerce how the Fast fulfillment of Orders according to the requirement of the customer is essential, and due to the fulfillment process needing to be done so fast, the chances of human errors are also. The fulfillment staff can mistakenly do the wrong picking or packing of an order or can miss picking or packing of a specific item, which can cause the rejection of the whole order by the customer. That is why to remove these human errors, QuickCommerce companies should efficiently manage the picking and packing of items with an automated solution that should minimize human intervention and make the fulfillment process error-free. So, QuickCommerce companies can either develop this smart fulfillment process Solution in-house on their existing website or application or can take assistance from the government, and government can develop the solution with all the essential features mainly for those companies who can't create it in-house by themselves. In return for this solution to QuickCommerce companies, the government can take service charges from them.

3.8.3 Making Sure the Availability of Required Staff

We already know how time plays an important role in the QuickCommerce delivery process. That is why it is necessary that according to a load of customer orders, availability of Staff like Pickers, Packers, Inventory handlers, Delivery Riders, cashiers, etc., should be present to handle the load to fulfill the expectation of Customers regarding Quick delivery. So, we can't compromise on it because comprising on required staff means compromising the level of service. And again, we have to come out of the traditional e-commerce mindset, and we know on we can somehow adjust to working with fewer staff by giving them an extra load of work to them. But in the case of QuickCommerce, less staff means more time to process an order which will reflect on Service level performance because the time to deliver an order will automatically increase by it, which ultimately causes the failure of QuickCommerce. This is why QuickCommerce doesn't need to compromise on required staff, and if done, then the time to process will increase, and that time cannot be compensated; if it is wasted, then it will impact the time to deliver the order, and QuickCommerce can't do much about it.

3.9 Central Control Room Creation for Dark Stores Monitoring

When operating the QuickCommerce business from multiple Dark Stores, which are situated in different locations, one of the main challenges QuickCommerce companies will face that how to effectively manage Dark stores without having a physical presence on them because it's essential that each Staff present in the Dark store follows the standard that has been in place for the success of QuickCommerce and processes running according to the shared SOP, that is why QuickCommerce companies need to do the following things to make sure.

- Central Command and Control system, which will be connected with all Dark Stores through Online service, and they can monitor staff activities through CCTV Cameras as well as each action taken by staff; Log will be maintained in the system, based on which the interactive Analytical Report should be generated which will show the performance of Each Dark store overall and also the individual staff working in Dark store.
- Often, Visits from Management, which can be planned or unplanned, should be done in Dark stores in order to check the operational flow.
- Before opening new dark stores, proper well-prepared training should be given to the Staff who will be appointed in the dark store. So, each staff should know about what QuickCommerce is and how it is run, which is very important for the success of QuickCommerce because it all eventually comes to the point of how the Staff on the ground level will perform his duty that will make a difference. Also, the same Training process is done for every new Staff added in Dark stores.

So, QuickCommerce companies can either develop this Central command and control system software in-house on their existing website or application or can take assistance from the government, and government can develop the solution with all the essential functionalities mainly for those companies who can't create it in-house by themselves. In return for this solution to QuickCommerce companies, the government can take service charges from them.

3.10 Crowdsourcing for the Delivery of Orders

To make delivery possible from the Dark store to the customer location, the role of delivery riders is very important, but finding good and trained riders are always a difficult task to do. After finding riders, most of the logistics sector face issue is how the rider will be managed financially, like what will his salary, Incentives, Benefits, etc., because of which many times the companies face issue financially and what they to do is decrease delivery rider to balance due to which they compromise the services to a customer. We have discussed in one of the points that would have a massive impact if we talk amount the QuickCommerce working model. That is why we have to find a way to make rational, so cost and services can be balanced effectively, which in this case is doing deliveries through the 'Crowdsourcing' model, which means instead of making deliveries of orders through hired riders, you will make it open for anyone, which have your app and signed up as 'Delivery Partner' can come and take the order, will deliver and take his commission from it, and that's it if we talk about common examples of crowdsourcing work which will be Online food deliveries or Online ride-taking services. With crowdsourcing, QuickCommerce can align very correctly and will help in the success of QuickCommerce, but to make it possible QuickCommerce companies need to have strong Crowdsourcing delivery Applications for anyone who wants to sign up and start delivery of orders. So, QuickCommerce companies can either develop this Crowdsourcing delivery Application in-house on their existing website or application or can take assistance from

the government, and government can develop the solution with all the essential features mainly for those companies who can't create it in-house by themselves. In return for this solution to QuickCommerce companies, the government can take service charges from them.

3.11 Summary of QuickCommerce Working Flow

Mentioned below is the summary of QuickCommerce working flow:

- When an Order is Booked by a customer Then, the Nearest Radius Logic System Will Check the Delivery Address of the customer to confirm that it is the nearest Radius range of which Dark Store.
- After determining Then, Intimation will be given to the Selected Dark Store to start preparing Customer Orders for Fulfillment and Delivery.
- Then, within 5 Minutes, Timeline fulfillment staff will pick and pack orders through Smart Pick and Pack solution.
- After Fulfillment is done, Then Intimate Delivery Rider. Delivery Riders will come and scan the Order.
- The Delivery Riders will make sure to Complete Delivery within 10 to 30 minutes and return back to Dark Store.
- Delivery Rider will report to Fulfillment Staff and will Hand over the Cash to him, which is received against the Delivery Order from the Customer.

This flow will continue throughout the day.

3.12 Handling of Corner Cases in QuickCommerce

Below mentioned are a few corner cases that can happen during the QuickCommerce process, and QuickCommerce companies must be prepared for it accordingly.

- SOP to be Flow, in case of Snatching or stealing of Delivery Order or Cash Received from Customer is done with delivery Rider.
- SOP to be Flow, in case of Delivery Order is opened by Customer without paying and then refused to accept Order.
- SOP to be Flow, in case of Delivery Rider discontinuing the route due to health issues or road accident.
- SOP to be Flow, in case of lost or misplacement of Delivery Order or Cash Received from Customer is done with delivery Rider.
- SOP to be Flow, in case of Stock items of Delivery Order are lost or stolen from the Inventory of Dark store.

3.13 Using QuickCommerce Infrastructure in Public Sector

As we have discussed, successfully creating a quick commerce infrastructure will open many possibilities to use the same structure in any Public Sector services and provide necessary facilities to the citizens of the country within a few minutes. So, especially in the case of any emergency situation like the one we have faced during the COVID-19 pandemic, if we already had the QuickCommerce infrastructure in place, then Government can easily help it reach and provide immediate support to the affected people easily in minutes; this is one use case of using it in Public Sector. Similarly, in Health, Education, Social Service Public

sectors, and even in extreme situations like Conflict Wars, it will help the government to fasten its reach and decrease the distance between the government and Its Citizens.

IV. CONCLUSION

According to this article, QuickCommerce will be crucial to the E-commerce market's future if done effectively and responsively. We now grasp Quick Commerce's launch concept thanks to this research. We also considered the global COVID-19 pandemic, which expedited its requirement. This condition forced people to think outside the box and evolve to adapt to the environment, including quick doorstep delivery, which resulted in QuickCommerce. We agreed that its requirement came earlier and faster than the current e-commerce specialist could prepare, causing several challenges. Through our blunders and current experience, we now know the important points we must follow or fulfill before implementing them in any region. These points are detailed so we can grasp them and why they're required. We're confident the findings will help QuickCommerce launch. Finally, this idea solves online customer behavior shifts. It's still early, so we must constantly monitor changes and prepare new solutions. But it's excellent enough to lay a foundation on it and continue learning and researching to start the new era of internet buying.

The examination of Government Recommendations for the Effective Implementation of QuickCommerce Policy elucidates a number of crucial observations below:

- The QuickCommerce Policy is a significant initiative in the e-commerce industry, with the objective of improving efficiency, accessibility, and competitiveness. Its implementation is expected to have a revolutionary impact.
- The successful implementation of policies relies on the collaborative endeavors of governments, industry participants, and pertinent stakeholders. Effective communication and synchronized collaboration are crucial.
- The establishment of a well-balanced regulatory framework holds significant importance. The imperative is to cultivate innovation while simultaneously ensuring the protection of consumer rights, data privacy, and equitable market practices.
- The prioritization of infrastructure investment is crucial in order to enhance operational efficiency and optimize last-mile delivery, necessitating the development of robust digital connectivity and logistics networks.
- The cultivation of a proficient workforce that is responsive to the requirements of QuickCommerce is of utmost importance in the realm of skill development. It is imperative that training programs and upskilling initiatives are in accordance with the dynamic nature of the technology world.
- The implementation of strong cybersecurity measures is crucial for safeguarding data, thereby fostering confidence and enabling secure transactions for both organizations and consumers.
- It is imperative for governments to prioritize the

reduction of entry barriers for small firms, facilitating their active involvement in QuickCommerce and fostering a climate of robust competition.

- The process of monitoring and adaptation plays a crucial role in policy implementation as it enables the identification of any deficiencies and the subsequent adjustment of tactics to address them effectively. The attribute of flexibility enables the ability to make prompt modifications.

In order to achieve a successful implementation of the QuickCommerce Policy, it is imperative to address the following important points. By doing so, the e-commerce industry can be propelled toward improved growth, inclusivity, and sustainability.

Future Implication

The potential future consequences of proficient government suggestions for the execution of QuickCommerce policy are positioned to bring about a significant transformation in the e-commerce industry. Through the implementation of streamlined processes, optimized logistics, and improved digital infrastructure, this strategy has the capacity to accelerate online transactions effectively, enhance consumer happiness, and promote economic growth. Nevertheless, it is vital to thoroughly contemplate the matter in order to guarantee equitable competition, safeguard data, and uphold sustainable practices. This is crucial because the swift advancement of QuickCommerce may give rise to legal hurdles and market dynamics that necessitate ongoing adjustment and supervision.

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