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Door2Door: Groceries & Home needs at the Best Prices Guaranteed

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One of the fastest developing tier II cities in the state of Tamil Nadu, Coimbatore is already at the cusp of tremendous technology adoption. One among many is the evolving market trend of online shopping which has become the favorite baby of several shoppers. But to vain, there were no e-Commerce websites enabling people to shop their groceries with just few clicks to be delivered at their doorstep. Emerging as the pioneer and becoming the market leader in the space by offering groceries even cheaper than the malls and local kirana stores is Door2Door.

The endeavor saw its dawn few months back when the couple Rajkumar and his wife, Kamaleswari, saw a huge gap in this industry where people used to spend hours making through the honking traffic and travelling to malls and kirana stores to procure their groceries. Adding to this, people had to spend a lot of time standing in queue for making payment. Triggered with an immediate need of an online grocery retail website, the duo established Door2Door to provide an opportunity to people to spend their time with their loved ones rather than in long queues. Today, the e-retailer caters all the grocery needs of people except three categories including electronic goods, furniture and vehicles.

The Channel of Sophistication

Through its user friendly designed website, the company has proudly spoiled the habit of its users as it's just the matter of few clicks and the users will be out of their grocery needs and left with ample time to spend as they desire. The pictures on the website are so illustrious and user friendly that even an uneducated person can place his order with the help of these pictures. "We cater to our clients through website, mobile apps and our toll free number," says Kamleshwari, President, Managing Director & CEO, Door2Door. Offering the best and the fresh products at a market competitive price is the USP of the company that makes it a more preferred choice of people in Coimbatore compared to kiranas and malls.

Door2Door procures all its perishable goods like vegetables and fruits directly from organic farmers eliminating the middle men, thus guaranteeing fresh products at such a price mark which is unreachable by many. On the other hand, all the durable grocery items are procured directly from the distributors providing them enough capsules to counter the price factor. Once the customer selects the desired ingredients and adds them to the cart, he/she can select for Cash on Delivery. Henceforth, the person receives a confirmation message via SMS/email over the mobile number mentioned. "Though we started our e-Commerce business recently, our past experience in technology and our zeal to serve the local customers did not go in vain. People now appreciate our company and we have gained few loyal customers as well," adds Kamaleswari.

Once the order is placed by the customers, they have the flexibility to choose from four different time slots for delivery. "Our delivery windows are between 7-10 AM, 10AM-1PM, 1-4 PM and 4-7 PM. If the customer chooses a product at 8 AM, he has three timeslots left to choose for delivery. Rest, we assure that the goods are delivered as per desired recommendations," assures Kamaleswari. The moment Door2Door receives the order from the customers, post the quality check, the products are packed and another email/SMS is send across providing the customers the status of delivery. To offer no hassle service and make the proper use of technology, the company has equipped its entire delivery vehicle with GPS system. When the order is out on the street for delivery, the link to the respective GPS is shared with the customers to enable them to track their parcel on real-time. This helps them keep a track of the time as to when the product will be delivered and hence, utilize their time accordingly.

Not a Cheesy Road

But the roads were never cheesy for Kamaleswari and Raj. Being a new notion in the city, Door2Door had to face several blows. "The initial orders we received were just a kg of tomato or rice. But our enthusiasm never blew away with the wind. Rather we came out more determined to serve the best to our clients so that they become an advocate of our brand and spread the word on behalf of us," explains Kamaleswari.

Considering that there lies minimal competition within the space inside the city, the duo doesn't want to rest like the hare and fail in their mission. Always on their toes to offer the best services, they do the quality check themselves. Whenever they procure any durable food items like rice or pulses from any distributor, they cook it at home to check the quality, taste and other traits of the product. Only if the product wins the heart of the duo does it go on display on the website. Not many companies take this bold move to fulfill their promise of quality deliverables.

Even being a small company with just 40 people, Door2Door has not outsourced its single wing to third party including delivery of the goods. "I believe that to offer a hassle free service, we need to be in charge of all the aspects of the business ourselves. And being a startup can never put a full stop or even a comma in our commitment to quality delivery," Kamaleswari asserts. The company also has separate warehouses to stock their perishable and durable goods. The entire process in the warehouse is automated. As soon as Door2Door receives an order from the customer, the particular order moves from the warehouse. The management gets notified about the goods being delivered to the customer. Even if the customer comes after a month with a complaint about the product to be defective, Door2Door can track the lot number and trace down the distributor to find the real problem with the goods. This enables them to answer the customer with real facts and no excuses. The company currently focuses on serving local people, but in days to come, it will expand to different cities across India including Chennai.

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