

Amazon.in – The Ideal e-Commerce Website for Joy Foods

	Amazon	Delight Foods	Flipkart	ZopNow	Nature's Basket
Warehouse in Delhi/NCR	✓	✓	✓	✓	✓
Delivery Time	1-5 hours	24 hours	Service not available	3 Hours	3 Hours
Delivery Reliability	☆☆☆☆☆	NaN	N/A	☆☆☆	☆☆☆
Returnable / Non-Returnable	Non-Returnable	Non-Returnable	N/A	Returnable	Non-Returnable
Refrigeration in transit	✓	✓	N/A	✓	✓
NPS	95	NaN	97	NaN	NaN
Product Availability (peer comparison)	☆☆☆☆☆	☆	☆☆☆☆☆	☆☆☆	☆☆☆☆☆
Product Variety (peer comparison)	☆☆☆☆☆	☆	☆☆☆☆☆	☆☆☆	☆☆☆☆☆



ANALYSIS RESULT:

Per the comparative analysis of the five e-Commerce websites, it is recommended that Joy Foods go with **Amazon.in** as their e-Commerce partners due to ease of use for its employees, better service delivery, wide variety and easy availability of grocery and gourmet products with the e-Commerce giant.

Value Proposition

-  Brick-and-Mortar Products Available
-  Extremely Reliable
-  Delivery Source Is Close To Joy Foods

NPS – Net Promoter Score is a measure of willingness of customers to recommend a company's products or services to others.