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What this file is. A sample synopsis (project proposal) for the IGNOU MBA project course MMPP-001, on a fresh topic: how customers rate order accuracy and delivery time of quick commerce dark stores in one city. Every place where your own facts belong is left in [square brackets]: your city, your sample size, your period, and the empirical studies you read.

How it was prepared. Built line by line on the synopsis components listed in the MMPP-001 Project Guidelines of the School of Management Studies, IGNOU: introduction, rationale, objectives, research methodology (research design, nature and source of data, sample and sampling technique with rationale, tools and questionnaire tied to the objectives, data collection method, statistical tools tied to the objectives) and limitations. Drafting was AI-assisted; every rule stated was checked against the documents named, and the file is published under the editorial responsibility of BK Sahni, founder. Prepared November 2026.

The objectives use neutral verbs (to study, to explore, to analyse, to investigate), as the guidelines ask, so that no finding is assumed in advance. No results, data or figures about any real store appear in this sample.

Your own work stays yours. IGNOU expects original work from every learner. Use this file to see structure and level of detail, then write in your own words from your own course material and your own data.

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Order Accuracy and Delivery-Time Performance of Quick Commerce Dark Stores: A Customer Study in [City]

Project Proposal for MMPP-001 | Subject area on the proforma: Operations Management and Information System
Submitted by: [Name], Enrolment No. [ ] | Regional Centre: [ ] | Guide: [Name, designation]

1. Introduction

Quick commerce (often called q-commerce) is a form of online grocery and essentials retail in which orders are picked from small urban warehouses, usually called dark stores, and delivered within a short promised window. The model depends on two operational promises at once: that the right items arrive, and that they arrive within the promised time. Both are operations questions before they are marketing questions, because they are decided by store layout, picking routines, stock records and rider allocation.

This study looks at the customer end of those two promises in [City]. It asks how customers who order from quick commerce apps rate order accuracy (correct items, quantities and substitutions) and delivery-time performance (promised versus experienced time), and how these ratings relate to repeat ordering. [Add two or three lines on quick commerce in your city, with a dated source you have read.]

2. Review of literature

Service quality research gives the frame for this study. Parasuraman, Zeithaml and Berry (1988) set out the SERVQUAL dimensions, of which reliability, performing the promised service dependably and accurately, maps directly onto order accuracy and on-time delivery. Supply chain texts describe the cost and responsiveness trade-off that a dark-store network makes when it moves inventory close to the customer (Chopra and Meindl).

[Add 8 to 12 empirical studies on quick commerce, last-mile delivery or online grocery service quality that you have read yourself, each with author, year, sample, method and finding. Keep the review and the reference list matched: every study cited here must appear in the references, and

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nothing should appear in the references that is not cited.]

3. Rationale of the study

Quick commerce has grown in Indian cities faster than published customer evidence on its two core promises. A study at the level of one city gives a manager evidence on which failure (wrong items or late delivery) weighs more on a customer's decision to order again. [Explain in two or three lines why this matters in your city, for example the stores near your locality.]

4. Objectives of the study

- To study the order accuracy experienced by quick commerce customers in [City] on recent orders.
- To explore the gap between promised and experienced delivery time as reported by these customers.
- To analyse the relationship of order accuracy and delivery-time performance with customer satisfaction.
- To investigate whether satisfaction differs across customer groups by age, order frequency and order value.

5. Hypotheses (for the analysis in objectives 3 and 4)

- H01: There is no significant relationship between order accuracy and customer satisfaction.
- H02: There is no significant relationship between delivery-time performance and customer satisfaction.
- H03: Customer satisfaction does not differ significantly across age groups or order-frequency groups.

6. Research methodology

6.1 Research design

Descriptive and analytical field study (the third project type in the MMPP-001 guidelines, an empirical study), cross-sectional, covering orders placed during [period].

6.2 Nature and source of data

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Primary data from a structured questionnaire filled by customers. Secondary data from published company disclosures, industry reports and journal articles, each cited with its date.

6.3 Universe, sample and sampling technique

Universe: residents of [City] who placed at least one quick commerce order in the last [30] days. Sample size: [n, with the formula or reason you used]. Technique: [purposive or convenience sampling with screening questions, or stratified by locality], chosen because no list of app users exists from which a random sample could be drawn. State this limitation plainly.

6.4 Tools of data collection and their link to the objectives

Questionnaire section	What it measures	Objective
A. Profile	Age, locality, order frequency, usual order value	4
B. Order accuracy	Missing items, wrong items, wrong quantity, unrequested substitution (last 5 orders)	1, 3
C. Delivery time	Promised time, experienced time, frequency of late orders	2, 3
D. Satisfaction and repeat intent	Five-point Likert items on satisfaction and intention to order again	3, 4

The questionnaire will be pre-tested on [10 to 15] respondents and its reliability checked with Cronbach's alpha before the main survey.

6.5 Method of data collection

Online form shared through [channels] and face-to-face responses near [localities], with consent recorded on the first screen. No personal identifiers are stored with responses.

6.6 Statistical tools and their link to the objectives

Objective	Tool
1 and 2	Percentages, mean and standard deviation; promised minus experienced time as a gap score
3	Correlation and simple or multiple regression with satisfaction as the dependent variable
4	Independent t-test or one-way ANOVA (chi-square for categorical responses)

Software: [SPSS or Excel]. Every table in the report will be followed by its interpretation in the student's own words.

7. Limitations

- Self-reported delivery times may differ from app records.
- A non-random sample limits generalisation beyond the respondents.
- One city and one period only.

8. Proposed chapter scheme of the report

Introduction (with review of literature and industry profile); Research methodology; Results and discussion; Summary and conclusion; Recommendations; Limitations and scope for further research; References; Annexures (questionnaire).

References (real works; add the empirical studies you read)

- Chopra, S., and Meindl, P. *Supply Chain Management: Strategy, Planning, and Operation.* Pearson. [Edition and year of the copy you used]
- Kothari, C. R., and Garg, G. *Research Methodology: Methods and Techniques.* New Age International. [Edition and year]
- Malhotra, N. K. *Marketing Research: An Applied Orientation.* Pearson. [Edition and year]
- Parasuraman, A., Zeithaml, V. A., and Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12 to 40.
- IGNOU, School of Management Studies. *MMPP-001 Project Guidelines.*

Before you send your own synopsis: attach the MMPP-001 proforma signed and dated by you and your guide, and your guide's signed bio-data (unless your guide is an approved counsellor). The synopsis goes to the Regional Director of your own Regional Centre. Read the current guidelines and any session notice before you post or upload.

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