

**MARKET RESEARCH ON THE PATTERN OF ROUTE
COVERAGE AND THE RELATED CONSUMER
BEHAVIOR.**

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**A PROJECT REPORT
Submitted to the**

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for the award of the degree**

of

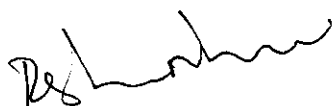
MASTER OF BUSINESS ADMINISTRATION

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**KCT Business School
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BONAFIDE CERTIFICATE

Certified that this project report titled “Market Research on the Pattern of Route Coverage and the Related Consumer Behaviour.” is the bonafide work of Mr.KARTHIK RAMESH.A.S who has carried out research under my supervision. Certified further, that to the best of my knowledge, the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.



Project guide



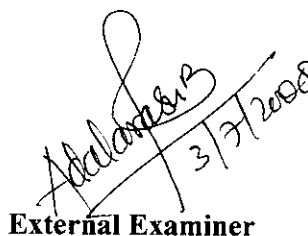
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Evaluated and Viva Voce conducted on

3/7/08



Internal Examiner



3/7/2008

External Examiner




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PROJECT COMPLETION CERTIFICATE

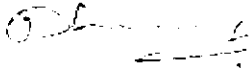
This is to certify that Mr.KARTHIK RAMESH A.S (Roll No 06MBA19) a student of KCT Business School, Kumaraguru College of Technology had undergone a project between 8th Jan 2008 to 12th March 2008 titled "MARKET RESEARCH ON THE PATTERN OF ROUTE COVERAGE AND THE RELATED CONSUMER BEHAVIOR"

During the tenure his performance was **GOOD.**

**Name and Designation of
Organisational Guide**


S. Shrinivaasan.
(General Manager & Finance Controller)

**Signature of the
Organisational Guide**



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GOOD BREAD LIMITED

DECLARATION

I hereby declare that this project report entitled as “Market Research on the Pattern of Route Coverage and the Related Consumer Behaviour.” has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements for the summer internship project of M.B.A. The project report is the record of the original work done by me under the guidance of Mrs.R. Annapalini during the academic year 2007 – 2008.

I also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

Date : 3 / 7 / 08

Place : Bangalore



Karthik Ramesh.A.S

EXECUTIVE SUMMARY

The Bread industry is marked by severe competition due to the presence of major players like Britannia, Modern, Daddy`s, SPV and the like. The threat of unorganised sector has also grown in the recent past. These companies relentlessly compete with each other at the price and advertising front trying to bring into their fold as many markets as possible in order to capture the major market share.

A Market like Bangalore has now become the apple of the eye for all these Agro based industries. Every company is trying to capitalise the market potential of these areas, scrambling for a bigger and bigger market share.

The people of this market moreover are well educated and brand conscious. The best we serve, the better we get is the key to capture markets. Organizations feel that it is the service that will give the competitive edge.

Hence, a study “Market Research on the Pattern of Route Coverage and the Related Consumer Behaviour.” was conducted to find where good bread limited can differentiate them from the competitors and be distinct. Sales and marketing personnel were selected to study as they are the frontline executives and the bridge between the organisation and retailers. They contribute to the organisations success in a lot of ways.

In order to conduct the study, primary data was collected by observation method, by observing the frontline personnel and speaking to the retailers.

The study is purely descriptive in nature. It describes the behaviour of retailers and marketing personnel.

The findings and suggestions would enable the organization to understand the retailers better and design strategies to meet their expectations.

ACKNOWLEDGEMENT

I express my sincere gratitude to our revered **Chairman Arurselvar Dr.N.Mahalingam, Vice-Chairman Prof.Dr.K.Arumugam, Sri M.Manickam, Correspondent Sri M.Balasubramaniam, Joint Correspondent Dr.A.Selvakumar, Treasurer Sri M.Srinivaasan, Dr Joseph V Thanikal, B.E., M.E., Ph.D., PDF., CEPIT our Principal.** for giving me this opportunity to gather experience of doing a Project at a Major Corporate.

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I would like to thank Mr Shrinivaasan, Mr Ganesh, Mr Sridar, and Mr Gowda of Good Bread Limited for the excellent guidance and support extended. Their knowledge of the Bread Industry and Market has gone a long way in making this project useful and beneficial both for Good Bread Limited and me, as a Research scholar.

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1. INTRODUCTION

1.1 Background of the Study

The Bread industry is marked by severe competition due to the presence of major players like Britannia, Modern, Nilgris, Daddy's, SPV and the like. The threat of unorganised sector has also grown in the recent past. These companies relentlessly compete with each other on the price and advertising front trying to bring into their fold as many markets as possible in order to capture the major market share.

A market like Bangalore has now become the apple of the eye for all these Agro based industries. Every company is trying to capitalise the market potential of these areas, scrambling for a bigger and bigger market share.

The people of this market moreover are well educated and brand conscious. 'The better we serve, the better we get' is the key to capture markets. Organizations feel that it is the service that will give the competitive edge.

Hence, a study "Market Research on the Pattern of Route Coverage and the Related Consumer Behaviour" was conducted to find where good bread limited can differentiate them from the competitors and be distinct. Sales and marketing personnel were selected to study as they are the frontline executives and the bridge between the organisation and retailers. They contribute to the organisations success in a lot of ways.

1.2 Review of Literature

This section deals with Review of Literature collected from various sources.

¹With the quick food culture catching up, demand for bakery products has increased tremendously, reports Dinkar Farwaha from Bangalore.

The bakery industry or for that matter all the businesses catering to bakery are witnessing a sort of revolution. With the quick food culture catching up (indicated by the growth of fast food outlets and cafeterias in the country), the demand for bakery products has increased tremendously. Gone are the days of small artisan bakeries. In an age where malls, hypermarkets and supermarkets have become the customer's preferred destination, the concept of chain bakeries has come into its own.

² Bread and biscuits account for 82% of Indian bakery industry.

The annual production of bakery products which includes bread, biscuits, pastries, cakes, buns, rusk, etc is estimated to be 50 lakh tonnes in 2004-05 with an estimated value of Rs 69 billion. The two major bakery industries, viz., bread and biscuit account for about 82 per cent of the total bakery products. The organised sector has a market share of 45 per cent and the other 55 per cent is with the unorganised sector in the baked products, as per a recent FICCI report.

The bread industry with estimated production of 27 lakh tonnes in 2004-05 and having 7.5 per cent growth is represented by both the organised and unorganised sectors with 55 per cent and 45 per cent contribution to production.

The large organised sector players who are prominent in the high and medium price segments include Britannia, Modern Industries Ltd. Brands like Modern and Britannia are major players in the bread market and together they account for 90 per cent of the organised bread market.

Local manufacturers with numerous local brands cater to populous segment and contribute considerably in the bread segment. Low margins, high level of fragmentation are the main features in the bakery industry. Volumes, brand loyalty and strong distribution networks are the main drivers of growth.

¹ With the quick food culture catching up, demand for bakery products has increased tremendously, reports Dinkar Farwaha from Bangalore, <http://www.expresshospitality.com/20070731/management05.shtml>.

² Bread and biscuits account for 82% of Indian bakery industry. Posted On: 2006-06-27, biscuitplant.com.

³Baking industry keeps close eye on corn crop.

Entering the 2007-08 crop year with wheat prices well above historical averages, the fears of the baking industry could be summarized in a single word corn. Surging demand from ethanol makers raised concerns that any shortfall in the 2007 corn crop would result in wheat prices climbing to unthinkably high levels. No such shortfall occurred in the corn crop, but wheat prices still climbed to unthinkably high levels (ironically to record premiums above corn).

The principal trigger for the current years rally was crop problems in a number of exporting nations, including the United States, and a resultant surge in import demand fuelled particularly by weakness of the U.S. dollar. Going into the 2008-09 crop year, many early signs point to weakness in wheat prices. World production is expected to rise sharply, and last weeks Prospective Plantings report forecast the 2008 spring wheat area exceeding trade estimates. Still, a darker side of the report should not be ignored. Corn area is projected at 86 million acres, down 8% from last year and a figure well below trade estimates.

⁴Bakery Product Price Increased by 33.3%

In January-March the prices of food stuff increased by 7.2%, and the increase was particularly sharp in March (2.0%). The information is available on the official web site of the Armenian Statistical Service. Note that 13 products were considered during the examination. Thus in March 2008 the bakery product in the country increased by 33.3% compared with March 2007. And the prices of bakery product in the examined cities of Armenia rose by 5.7-11.2% and in the capital – 5.7%. The oil and vegetable ghee price increased by 32.3% in March compared with the same period last year. According to the source the prices of coffee, tea, cacao, egg, meat, sugar, alcoholic and non alcoholic beverage also increased.

³ Baking industry keeps close eye on corn crop, Posted On: 2008-04-11, biscuitplant.com.

⁴ Bakery Product Price Increased by 33.3%, Posted On: 2008-02-14, biscuitplant.com.

⁵Growth of food processing industry depends on fiscal sops: Ficci survey

The food-processing sector is crucial for the India's development in the era of globalization, to not only do well on the international front but also to achieve self adequacy on the domestic front. It establishes a vital link between agriculture and the consumer, hence ensuring the manifold growth of the economy. India is the world's second largest producer of food next to China and holds the potential to acquire the numero uno status with sustained efforts.

India ranks amongst the largest producers of milk, tea, fruits and vegetables in the world. But its share in the Rs 280 bn (\$6.2 bn) global trade in processed foods is less than 1%. Processed food consumption in India has been estimated at Rs 4600 bn, however, processing still remains mostly at primary level. The level of processing and value addition is significantly lower than developed countries and several developing countries. The quantity of processed food produced in the country is under 2.2% as compared to countries such as Thailand, Malaysia and Brazil where it is 65-75%. Similarly, the level of processing in India in the case of fruits and vegetables is at a dismal 2% while in advanced countries like France and the US it goes as high as 70-80 %. There is tremendous amount of wastage and value loss in respect of agricultural products, especially perishable products (approx.\$13 billion as per Dun & Bradstreet Study 2006) due to inadequate processing, transportation, storage and handling facilities.

The processed food industry is set to grow at more than 10% per annum driven by consumer demand, organized distribution and policy initiatives by the government.

⁶The food-processing sector has viewed that the low research intensity is mainly owing to inadequate expenditure.

While the expenditure figure on R&D is close to 3% in the case of Japan and US and between 2 and 2.5% in France and Germany respectively, it stands at less than

⁵ Growth of food processing industry depends on fiscal sops: Ficci survey, Saturday, February 10, 2007, Dhvani Pandya, Mumbai.

⁶ The food-processing sector has viewed that the low research intensity is mainly owing to inadequate expenditure. Saturday, February 10, 2007, Dhvani Pandya, Mumbai

1% in India. The survey suggested the following measures to encourage R&D in food processing sector.

Weighted deduction of 150% with regard to R&D expenditure should be made available to food processing sector as well. Customs Duty exemption should be given to manufacturing establishments who have R&D facilities and invest in R&D activities/infrastructure. Government should set up a nodal agency to act as a facilitator for setting up R&D activity, which may be required by existing/prospective entrepreneurs. R&D activity may be considered as the priority sector lending.

The Government should make necessary efforts to bring renowned inventions related to agri-food sector developed by other countries to India and the concerned institutes should improvise on them.

⁷Without a strong and dependable cold chain, food processing wouldn't survive and grow.

The government should provide a 10-year tax holiday for cold chain infrastructure under section 80-IA of the Income-Tax Act for undertakings involved in complete supply chain. It is important to note that cold chain infrastructure is not inviting the much needed investment as the existing units engaged in the manufacturing sector prefer to focus on the core competencies instead of diversifying. The investment in cold chain has become important particularly in the context that new players are entering in organized retail and existing players are on an expansion spree.

The intention in the case of big players is to go for complete supply chain - from farm to fork. This would need huge investments in infrastructure for storage facilities, transportation etc. The appropriate fiscal stimulus would encourage investment in cold chain infrastructure in the country.

⁷ Without a strong and dependable cold chain, food processing wouldn't survive and grow, Saturday, February 10, 2007, Dhvani Pandya, Mumbai.

⁸ Fiscal issues affect food industry.

Industry's view on Fringe Benefit Tax (FBT): The study said that there is unanimity amongst food processing majors that FBT is a retrograde step and should be abolished altogether. However, if complete abolition is not possible at this juncture then at least it should be suitably modified so that compliance cost of the corporate can be reduced. The food processing majors strongly viewed that sales promotion including publicity expenses should be outside the ambit of deemed benefit list.

APMC Act: The study strongly recommended that the government may consider abolishing APMC Act altogether. There is a need to abolish APMC Act (e.g. Bihar), as it has become an obstacle to industry for sourcing raw material directly from producers and primary processors. APMC requires industry to obtain license, maintain specified records, submit monthly statements, pay cess and thus increase the cost of inputs. The act has some outdated provisions such as inputs purchased by the industry must be consumed in one month only. The Act per-se as stated above should be abolished, as this is more archaic in nature. However, if the complete abolition of the same is not possible, then at least it should be modified to meet the emerging requirements.

Central Sales Tax: The study said that Central Sales Tax (CST) should be abolished and roadmap should be laid down for Goods and Services Tax (GST).

Transport Subsidiary: The study observed that transport subsidy should be available across India and not restricted to a few states (which is the current position). Moreover this should be available not only on exports of the final product but also on domestic sales. Domestic consumption of processed foods can be growth driver for the food processing industry.

⁸ Fiscal issues affect food industry, Report on fiscal issues affecting Indian Bread Market, Published Date: January 2003, published by: Info quest India.

⁹ Report on Indian bread market.

The Indian bakery market is still in a nascent stage. Low margins and a high level of fragmentation characterize the bakery segment.

Bread manufacture was reserved for the small-scale sector till 1996, which restricted the entry of large-scale producers. This resulted in the industry remaining essentially unorganized and fragmented.

Currently, there are an estimated 2 million bakeries across the country. Bread market is estimated to be around 1.7 million tonnes currently.

¹⁰ Biscuits-bakery sector looks like a battlefield.

In contrast to biscuits, the size of the organized sector for breads is quite small. It consists of Modern Foods and Britannia, which do not account for even 10% of the industry's total volumes. Significantly, Modern Foods was recently taken over by Hindustan Lever. This is expected to provide a fillip to the organized sector's expansion into the unorganized sector's domain.

Being a perishable product, the bread industry faces numerous challenges. The lack of a modern well-developed retail network to address these challenges comes with the distribution of a perishable product. It is this factor that gives local units that produce on a small-scale a distinct advantage - evidently accounting for a predominant share of the total industry, especially in the rural markets.

The toughest competition for established players is coming from the unorganized market. This market is indeed interesting to study.

⁹ Report on Indian bread market, Published Date: January 2003, published by: Info quest India.

¹⁰ Biscuits-bakery sector looks like a battlefield, F&B Specials, Saturday, October 29, 2005, Sabyasachi Samajdar, New Delhi.

¹¹ Consumer Food Industries, an overview.

The consumer food industry mainly consists of ready-to-eat products or ready-to-cook products such as pasta products, cocoa based products, bakery products, biscuits, soft drinks, etc.

Bakery industry in India is probably the largest of the processed food industries, production of which has been increasing steadily in the country. The two major bakery industries, viz., bread and biscuits account for about 82% of the total bakery products. The annual production of bakery products which includes bread, biscuits, pastries, cakes, buns, rusk, etc., most of which are in the unorganized sector is estimated to be in excess of 30 lakh tonnes. The production of bread and biscuits in the country both in the organized and unorganized sectors is estimated to be around 15 lakh tonnes and 11 lakh tonnes respectively. Of the total production of bread and biscuits, about 35% is produced in the organized sector and the remaining is manufactured in the unorganized sector.

¹² Bread Industry Demands to be a Part of Mid-Day Meal Scheme.

Citing the financial distress faced by the bread industry, All India Bread Manufacturers Association sought assistance from government and sought inclusion of bread in Centre-sponsored schemes.

"Government should extend timely assistance to the ailing industry, which is employment oriented and productive users of agriculture," AIBMA president Vinod Tiwari said. He said the government should also include bread as a food item in the Mid-Day Meals Scheme and Integrated Child Development Scheme.

"The government should assist the bread manufacturers by making bread as a compulsory food item in the mid-day meals Scheme," he said. The bread industry also demanded preferential allotment of wheat to the industry at export rates that could help the growth of the industry.

¹¹ Consumer Food Industries, An overview, ACNielsen and ORG-MARG market research.

¹² Bread Industry Demands to be a Part of Mid-Day Meal Scheme. Ministry of food processing industries, web link: mofpi.nic.in/annualreport/reports/dfp9798/chapter2.htm.

¹³A Food and Beverage News Special

Biscuit industry reels under high taxation:

Heavy taxes as well as steep increase in the prices of raw materials like wheat flour, vanaspati, sugar, and skimmed milk powder continue to be the major hurdles for the growth of the Indian biscuit industry

AIBMA to identify grey areas:

The declining trend in growth is now a major concern for the bread industry in India. The annual growth in the bread industry has been 10 per cent during 1980-90, while production declined to 7.25 per cent during 1991-96

Bakery Industry: Challenges & opportunities:

In India till recent year among the bakery products only bread was identified by the common public and that too it was considered as sickman's diet.

Karnataka bakeries on expansion mode:

Bakeries across Karnataka are on a massive expansion drive to cater to the demand of the clients.

Problems of bakery sector:

Across Karnataka, bakeries are facing a serious manpower crunch. This is because there are few takers among the hotel management graduates in the state where these candidates prefer to take up jobs at the star category hotels.

Indian bakery ingredients market registers 20 % growth:

Bakery ingredients market is valued at Rs 500 crore in the country and is registering a growth rate of 20 per cent.

¹⁴ Bread brands establishing in semi-urban, rural areas.

The future of Indian bread manufacturing sector is likely to be in the hands of branded bread makers. The industry is going through a silent shift towards the branded segment, thanks to the decision of major bread brands to make inroads into the semi-urban and rural markets.

The struggle for rural monopoly has also resulted in increasing number of franchise agreements with the small bread manufacturers of respective regions. The new wave of branded breads is to be mutually beneficial to the small and large-scale bread makers in the organized sector.

¹⁵ The return of bread has increased considerably throughout the country.

The organized sector in bread industry consists of around 1800 small-scale bread manufacturers, 25 medium scale manufacturers and two large-scale industries. The unorganized sector of bread units / neighborhood bakeries etc consist of an estimated 75,000 bread bakers mostly located in the residential areas of cities and towns.

The All-India Bread Manufacturers Association (AIBMA) figures show that the estimated production in the organized sector in 2004-05 was 15 lakh tonnes, while the production of baked foods including bread, pastries and cakes has been 19.24 lakh tones. The association also point out that the growth of the bread manufacturing sector has been constant or declining during the recent times. It has been estimated that the bread industry grew by 10% during 1990-2000 and declined by 6.5 % during the next four years. The projection for 2005 and 2006 is a mere 3% increase.

The Association points out that the main cause for decline in production during 2003-04 has been the return of bread from retail markets, mainly due to the mandatory printing of "date of manufacturing" and "expiry date." "The return of bread has increased considerably throughout the country, and the losses suffered by bread

¹⁴ Bread brands establishing in semi-urban, rural areas, Saturday, October 29, 2005, Joe C Mathew, New Delhi. A Food and Beverage News Special.

¹⁵ The return of bread has increased considerably throughout the country, <http://www.researchandmarkets.com>.

manufacturers is estimated to be around Rs 30 crore annually," K P Mohandas, Secretary AIBA, informed.

¹⁶Increased presence of branded players has also resulted in the closure of several bakeries.

The per capita consumption of bread in India is only around 1.5 kg to 1.75 kg in various zones. A rough examine of the regional consumption of bread indicates that the southern states lead with 32% consumption while North, West and East zones consume about 27%, 23% and 18 % respectively of the total bread production. The decline in production and the increased presence of branded players have also resulted in the closure of several bakeries in the small-scale sector. It is estimated that more than 250 small-scale bread units closed shutters during the last five years.

¹⁷Indian food processing industry poised for huge growth.

In India some 36 proposals to establish business parks have been given the go-ahead as the country rapidly forges ahead with plans to develop its food processing industry.

However, the extra investment earmarked by the Indian Government for the food processing industry is now expected to support that infrastructure, helping to develop areas such as cold storage and research and development facilities. Subsidies of up to 25 per cent of the total project price are to be offered by the government. Slightly smaller subsidies are also being offered to newly established operations for the food packaging industry.

The Government confirmed that the subsidies will be given for establishing new rice mills, modernisation and expansion of existing rice mills, oil mills, flower mills, bakery units, chilling centres, confectionaries and manufacture of ice-cream.

Many industry observers believe that the Indian food processing industry is a sleeping giant and that such initiatives will encourage the rapid growth of the industry, which could eventually make it a world-wide force to be reckoned with.

¹⁶ Increased presences of branded players have also resulted in the closure of several bakeries, A Food and Beverage News Special, July 19, 2007, f&bnews.com.

¹⁷ Indian food processing industry poised for huge growth. Reports on Food Processing & Packaging, productiondaily.com.



¹⁸More in the offing from GBL

The Good Bread Limited (GBL), a pioneer in bakery industry, launched as many as eight bakery products in Bangalore on Sunday.

Addressing a press conference prior to the launching, GBL Chairman and Managing Director G Srinivasa Rao said that GBL products were of international quality with local taste and low price. “The products of Good Bread have been tested and certified by CFTRI, Mysore and other renowned laboratories for consistency and quality,” he said. The company had imported technology to cater to local taste, depending on the regional humidity, Mr Rao said. Right now the products were produced in Bangalore, he said. However, he plans to set up a unit in Mangalore in a few months. Plans are also on the anvil to add eight more products to the existing eight, he said.

¹⁹Bakery is one of the oldest among the food processing activities.

An estimated 78,000 bakeries operate in India. The production of bread is estimated at 11.5 lakhs tonnes and biscuits at 7.8 lakhs tonnes. In this sector 25-30 percent of production is from organized sector units. However, there are hardly 50-75 units including modern food, Britannia, Parle and kwality. There is lot of scope for introducing anti-diabetic bread or breads of high/low calories and so on. Fresh capacity creation is reserved for small scale units. There is need for more products like bread varieties with required taste, food values and products with higher shelf life.

²⁰FMCG sector seeks cuts in excise and Vat rates, pro-rural policies.

The Rs 72,000-crore domestic FMCG sector is hoping for a series of positive measures in the forthcoming Budget. To start with, the industry is expecting a reduction in import tariffs for key raw materials like edible oils. The industry is also

¹⁸ More in the offing from GBL, Wednesday, December 21, 2005, Deccan herald.

¹⁹ Bakery is one of the oldest among the food processing activities, New Delhi, March 9, the tribune paper.

²⁰ FMCG sector seeks cuts in excise and Vat rates, pro-rural policies, Posted On: 2008-03-28, biscuitplant.com.

expecting further cuts in rate of excise on shampoos, toothpaste, soaps and detergents. Domestic biscuit manufactures are eagerly expecting total excise exemptions for all their brands beyond glucose biscuits. Last year, the government had abolished excise duty on mass glucose biscuits alone. In the food processing space, biscuits, which is consumed as a source of nourishment by a large segment of the middle class and below population, is in need for a cut in VAT rates from 12.5% to 4% at least for glucose biscuits. For the entire consumption space to grow there is a pressing need for pro-rural policies so as to increase the disposable incomes of our rural population and promote consumption.

1.3 Statement of the Problem

The food and beverages industry and especially the bread industry, is prone to severe competition because of the major players in the market. The sudden entry of a giant like Britannia was a rude shock to Good Bread Limited which is a long term player in the market having a major market share in Karnataka. While the unorganized sector was also posing a huge threat, the waves of competition created by the advertisements in all media for Britannia forced Good Bread Limited to take up a survey to find out means to beat the competition and also optimize costs to increase profit. Hence, the study was undertaken.

1.4 Objectives of the Study

1. To find the route coverage, pattern of route coverage and the related consumer behaviour.
2. To analyse the product wise sales trend, competitor's presence & new products.
3. Time and motion study and analysis of personal traits of sales and marketing personnel.
4. Highlighting quality problems impact on sales.
5. To study brand performance and provide suggestions for improvement.

1.5 Scope of the study

The study restricts itself geographically to the areas in and around Bangalore city. All the buyers were visited personally to collect primary data.

1.6 Methodology

1.6.1 Type of the study

The study is purely descriptive in nature. It describes the behaviour of retailers and sales and marketing personnel in the market.

1.6.2 Census Study

Census Study technique was used to collect the primary data on the basis of which the analysis was done.

1.6.3 Method of data collection

The method used for data collection is observation method. The activities of sales and marketing personnel were observed to collect the primary data. In order to avoid omissions a key was prepared, on the basis of which data was collected. Some information was collected by speaking informally to the retailers.

1.6.4 Tools for Analysis

Basic analytical tools were used for analysing the primary data, based on which certain inferences and findings were made.

1.7 Limitations

- The study is confined to areas in and around Bangalore city, which is not representative of the entire Karnataka market.
- Retailers who gave no sale or very less sale were not considered for the study.
- Products which had no sale or very less sale were also omitted in the study.

1.8 Chapter scheme

The study is reported in five chapters. The first chapter discusses about the background of the study, objectives, scope, limitations and the methodology of the study.

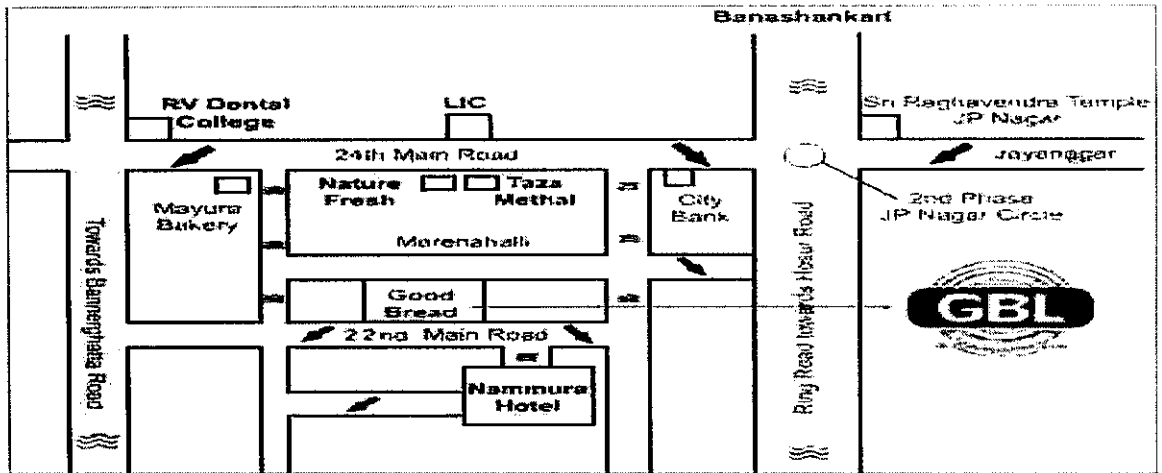
The second chapter discusses about the organization profile that includes the history of the organisation, management, product profile, competitive strength of the company and future plans of the company.

The third chapter discusses about the macro-micro economic analysis which deals with the prevailing economic scenario of the industry.

The fourth chapter deals with the data analysis and interpretation.

The fifth chapter deals with the results and discussions and considered recommendations.

2. ORGANISATION PROFILE



2.1 History of the Organisation

Incorporated in 1999, Good Bread Ltd is a leading bakery products manufacturing organization engaged in the production and delivery of wide range of breads, buns, rusks, cookies, pastries and snacks meeting the highest quality standards. The company is located at JP Nagar and has an installed capacity to produce 10 tons of bakery products per day.

This unit is equipped with state of the art machinery, both Imported and Indian, for mechanized mixing, kneading and baking to ensure perfectly formed, soft and uniformly golden colored loaves of breads, buns and other goodies in each and every batch.

The 21st century urban life has brought in its wake an increased awareness in the customers about the quality of products that are supplied to them. More so in the food industry where health and hygiene is the key factors that ensure total customer satisfaction. This motto has been the guiding spirit for Good Bread Ltd., which is today a household name for its "Today's Fresh Bake".

2.2 Management

The Chairman and Managing Director of Good Bread Limited, Shri.G.Srinivasa Rao, a pioneer in the food industry, has to his credit a chain of

successfully run hotels and bakeries in different parts of Karnataka and Andhra Pradesh.

He is ably assisted by the very dynamic Shri R.Prabhakar, a well known consumer activist of Bangalore and the brain behind the "Darshani Hotels" concept. Several other professionals are also involved in professionally managing the company.

The Board of Directors consists of experts in the bakery field with a rich experience in bakery production technology, scientific management and effective marketing.

2.3. Organization Structure

Chairman

**General
Manager &
Finance**

**Operations
Manager**

**Finance
Personnel [2]**

**Marketing
Manager**

**Personnel
Manager**

**Supervisor
(Bread Section)**

**Supervisor
(Bun Section)**

**Supervisor
(Bakery section)**

**Senior
Marketing
Executive**

**HR Personnel
[2]**

**Marketing
Executives [4]**

**Sales
Personnel [20]**

2.4 Product Profile

Bun

1	Twin Bun	100
2	Premium Bun	600
3	Sweet Bun	600
4	Sweet Bun	200
5	Baby Bun	150
6	Pav Bun	150
7	Burger Bun Round Plain	60
8	Burger Bun Rectangle Plain	40
9	Potato Bun	80
10	Masala Bun	80
11	Capsicum Bun	80
12	Onion Bun	50
13	Bun Butter Jam	80
14	Special Fruit Bun	80
15	Coconut Bun	80
16	Pineapple Bun	80
17	Custard Bun	80
18	Custard Cream Bun	80
19	Butter Cream Bun	80
20	Raisin Bun	80
21	Cheese Mayonnaise Bun	80
22	Red bean Bun	80
23	Coconut Bun	80

Bread

1	Milk loaf	400
2	Milk loaf	300
3	Milk loaf	200
4	Regular loaf	300
5	Regular loaf	400
6	Regular loaf	800
7	Arogya bread	400
8	Fruit bread	200
9	Multi grain bread	200

Pastries and snacks

1	Chocolate	250
2	Coconut	250
3	Salt	250
4	Assorted	250
5	Cashew	250
6	Khara	250
7	Butter	250
8	Special Cashew	250
9	Badam	250
10	Pista	250
11	Cashew	200
12	Chocolate	200
13	Coconut	200
14	Salt	200
15	Bombay Khara	200
16	Butter	200
17	Assorted	200
18	Special Cashew	200
19	Badami	200
20	Pista	200
21	Chocolate	1000
22	Coconut	1000
23	Salt	1000
24	Khara	1000
25	Special Cashew	1000
26	Butter	1000
27	Badami	1000
28	Pista	1000
29	Tea Sweet	1000
30	Tea Salt	1000
31	Tea Khara	1000

Butter cream cakes

1	Plain apple Cake	80
2	Chocolate Cake	80
3	Honey Cake	80
4	Cashew Turnover	80
5	SPL butter Cream	80
6	SPL Chocolate	80
7	Chiffon Cakes	80
8	Chocolate Excess	80

Fresh cream cakes

1	Plain apple	80
2	Black Forest	80
3	Fig Cake	80
4	Mango Fresh Cream	80
5	Fruit & Nuts	80

Snacks

1	Bread stick	200
2	Bombay salt	100
3	Dilpasand	200
4	Pizza	100
5	Veg Puffs	80
6	Sweet Puffs	80
7	Capicum Puffs	80
8	Cheese Puffs	80
9	Paneer Puffs	80
10	Egg Puffs	80
11	Chilly Puffs	80
14	Plain Croissant	80
15	Vegetable stuffed Croissant	80

16	Chocolate Croissant	80
17	Cinnamon Roll	80
18	Soya bean Roll	80
19	Cheese Roll	80
20	Sesame Roll	80
21	Veg chilly Roll	80
22	Spanish Roll	80
23	Veg Burger	80
24	Danish Pastry	80
25	Chocolate Donut	80
26	All Kinds of Dinner Roll	80

2.5 Competitive strength of the company

The market is truly a battle front comprising of major players like Britannia, Modern, SPV, Daddy's, Bharat, Good Bread, and Macronal's each of them trying to capture as much as market as they can. Giant like Britannia, though relatively new has posed a huge threat to Good Bread. On the other side the heat given by the unorganized sector is also felt. With all this Good Bread Limited, has been able to capture a major market share by making its presence in almost all the shops of Bangalore. It should be said that they are second to none. Britannia, Modern, SPV occupy the second, third and fourth places respectively.

2.6 Future plans

Good bread which enjoys the major market share in Bangalore in future has also plans of expanding themselves to districts around Bangalore and later the whole of Karnataka.

2.7 Description of various functional areas.

Marketing:

The marketing department consists of very efficient personnel lead by two men with great calibre. The team of four marketing executives spend most of their time in the field giving every bit of their energy to the organisations benefit.

Human Resources:

The Human Resources department is directly controlled by the General Manager and Finance Controller; he is aided by two efficient personnel.

Finance:

The Finance department is directly controlled by the General Manager and Finance Controller; he is aided by three efficient personnel.

Operations:

The Operations department is lead by the Operations Manager who has a lot of experience in the food industry and is guided by three supervisors, who take care of the bun, bread, bakery section on rotation basis.

3. MACRO-MICRO ANALYSIS

A FICCI survey of Food and Beverages Industry has shown positive growth trends during April-March 2004-05. The Survey also confirms higher growth during 2005-06 in almost all the products belonging to Food and Beverage segment over the corresponding previous period.

The improvement has been reflected both in volume terms and in terms of value for most of the products. The overall industry has achieved a growth rate of about 8 % in terms of value during 2004-05.

Growth Highlights

The sectors that have recorded an excellent growth of 20% and above are – Semi Processed/Cooked Ready to Eat (20%), and Ice-Cream (25%), Wine (20%). The Sectors that have recorded a high growth rate between 10%-20% are – Branded Flour (Atta) (12%), Bakery items including Bread, Cakes, Pastry (10%-Organised Sector(11%), Biscuits (12%), Biscuits Organized / Packaged sector(14%), Processed Fruits and Vegetable Juices, Pulp sauces, Ketchup (18%), Milk Products (10%), Traditional/ Unorganized milk products (10%), Organized Branded milk products (15%), Khoa/chana based sweets (10%), Butter(10%) , Curds and curd products (12%), Health beverages/Malted food (11%), Spirits/Country Liquor (10%), Alcoholic beverages-IMFL (10%) , Beer (10%). Some sectors which have recorded Moderate and single digit growth are – Food & Beverage (8%), Bread (7.5%), Bread/ Organized (8%), Culinary products/Snack food(8%),Fruits and vegetables(5%), Milk and Dairy products (4.5%), Milk (4.5), Milk liquid /packaged(5%), Milk Products(8%), Milk powder including infant milk(7%), Ghee(5.5%), Cheese/ Panner(8%) , Chocolates (8%), Sugar Confectionary/Gums(4%), Health Beverages/Malted Food(8%), Tea (7%). Liberal policy measures of the government and sector specific concessions have helped growth. Packages of fiscal incentives provided by various State governments like Himachal Pradesh, Uttranchal, have encouraged companies to set up manufacturing facilities in these regions. The excise exemption for 10 years and income tax exemption for 5 years for units located in backward regions under section 80IA have encouraged many companies to set up new units and helped growth

Bread Industry

The bread industry with estimated production of 27 lakh tons in 2004-05 and having 7.5 % growth is represented by both the organized and unorganized sectors with 55 per cent and 45 per cent contribution to production. The large organized sector players who are prominent in the high and medium-price segments include Britannia, Modern Industries Ltd. Brands like Modern and Britannia are major players in the bread market and together they account for 90% of the organized bread market. Local manufacturers with numerous local brands cater to populous segment and contribute considerably in the bread segment. Low margins, high level of fragmentation are the main features in the bakery industry. Volumes, brand loyalty and strong distribution networks are the main drivers of growth. The organized bread industry is recently facing problems due to low margins of profit due to escalating prices of major raw materials, particularly wheat flour, vegetable oil, sugar, milk.

According to All India Bread Manufacturers Association, bread should be included as a food item in the Mid-Day Meals Scheme and thus making a very nutritious and hygienic food available to the children and the poorer sections of the community.

Policy Initiatives in the Food Processing Sector:

- ❑ Food processing industry declared a priority area.
- ❑ Almost the entire sector is de-licensed.
- ❑ Automatic approvals for foreign investment up to 100 per cent, except some products like alcoholic beverages and also technology transfer.
- ❑ Zero duty import of capital goods and raw material for 100 per cent export oriented units.
- ❑ Tax exemption on agro-processing units and full exemption of excise duty on Dairy machines
- ❑ Agro based 100 per cent export oriented units allowed sale up to 50 per cent in domestic tariff area.
- ❑ Export earnings are exempted from corporate tax
- ❑ All processed fruits and vegetables products exempted from Central Excise Duty.
- ❑ Government grant given for setting up of common facilities in Agro Food Park.
- ❑ Full duty exemption on all imports for units in Export Processing Zones.

STARTING TIME	7:10 AM	DATE	27/2/2008											
ENDING TIME	2:00 PM	ROUTE	1											
DRIVER NAME	I													
S.NO	NAME OF THE SHOP	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	BREAD	BUJN	E.PUFF	V.PUFF	CR.BUN	J.BUN	RUSK	CUP CAKE	Total
1	MAYURA BAKERY	7:12	7:19	0:07	0:02	13	-	-	-	-	-	-	-	13
2	MAYURA BAKERY	7:24	7:30	0:06	0:05	17	-	-	-	-	-	-	-	17
3	SRI RAMA CONDIMENTS	7:33	7:43	0:10	0:03	5	10	15	10	-	-	-	-	40
4	HOME	7:51	7:57	0:06	0:08	21	-	-	-	-	-	-	-	21
5	NANDHINI MILK CORNER *	7:59	7:59	0:00	0:02	-	-	-	-	-	-	-	-	0
6	HOME	8:00	8:00	0:00	0:01	-	4	-	-	-	-	-	-	4
7	RIFA BAKERY	8:09	8:09	0:00	0:09	-	-	-	-	-	-	-	-	0
8	KAMAT MANERVA	8:10	8:20	0:10	0:01	6	-	-	-	-	-	-	-	6
9	ST.PHILOMENA'S CANTEEN	8:40	9:15	0:35	0:20	10	3	60	25	-	15	-	-	113
10	PATEL STORE	9:32	9:36	0:04	0:17	5	-	-	-	-	-	-	-	5
11	MAYURA BAKERY	9:39	9:44	0:05	0:03	10	-	-	-	-	-	-	5	15
12	MAHAVEER (HOME)	9:53	10:07	0:14	0:09	-	60	-	-	-	-	-	-	60
13	S.N.S. GROUP	10:12	10:14	0:02	0:05	-	6	-	-	-	-	-	-	6
14	SOMRAJ	10:14	10:20	0:06	0:00	-	4	-	-	-	-	-	-	4
15	BARATHRAJ	10:20	10:25	0:05	0:00	-	6	-	-	-	-	-	-	6
16	VEERU THREAD HOUSE	10:25	10:26	0:01	0:00	-	1	-	-	-	-	-	-	1
17	NAGALAKSHMI STORE	10:31	10:38	0:07	0:05	10	5	-	-	-	-	-	-	15
18	SRI RAM CONDIMENTS	10:47	10:50	0:03	0:09	2	4	-	-	-	-	-	-	6
19	KAMADENU CONDIMENTS	10:50	10:55	0:05	0:00	3	7	-	-	-	-	-	-	10
20	POOJA STORE	10:57	11:03	0:06	0:02	4	-	-	-	-	-	2	-	6
21	VINAYAGA CONDIMENTS	11:07	11:13	0:06	0:04	10	1	-	-	-	-	2	-	13
22	GANESH CONDIMENTS	11:18	11:19	0:01	0:05	-	-	-	-	-	-	-	-	0
23	ADIGAS	11:24	11:40	0:16	0:05	25	-	-	-	-	-	-	-	25
24	HOTEL BANGALORE	11:40	11:50	0:10	0:00	1	5	-	-	-	-	-	-	6
25	BHARAT STORE	12:00	12:04	0:04	0:10	5	1	-	-	-	-	-	-	6
26	COURT CANTEEN	12:06	12:20	0:14	0:02	4	6	-	-	-	-	-	-	10
27	INRA CONDIMENTS	12:21	12:23	0:02	0:01	-	3	-	-	10	-	-	-	13
28	DURGA CONDIMENTS	12:24	12:27	0:03	0:01	10	-	-	-	-	-	-	-	10
29	SRI MARUTHI CONDIMENTS	12:28	12:31	0:03	0:01	2	2	-	-	-	-	-	-	4
30	SRI GURU SAI CONDIMENTS	12:32	12:36	0:04	0:01	5	-	-	-	-	-	-	-	5
31	G.R.STORE	12:38	12:41	0:03	0:02	2	1	-	-	-	-	-	-	3
32	H.V.MI.STORE	12:55	12:57	0:02	0:14	9	3	-	-	-	-	-	-	12
33	RIFA BAKERY	1:01	1:09	0:08	0:04	1	4	-	-	-	-	-	-	5
34	C.K.STORE	1:09	1:11	0:02	0:00	-	1	-	-	-	-	-	-	1
35	RASHIDHA STORE	1:11	1:18	0:07	0:00	7	-	-	-	-	-	-	-	7
36	MARUTHI STORE	1:19	1:21	0:02	0:01	3	-	-	-	-	-	-	-	3
37	BALAJI ENTERPRISES	1:21	1:22	0:01	0:00	1	1	-	-	-	-	-	-	2
38	G.S.M. STORE	1:27	1:28	0:01	0:05	2	1	-	-	-	-	-	-	3
39	PRADEEPA STORE	1:30	1:32	0:02	0:02	4	-	-	-	-	-	-	-	4
40	MANJUNDESHWARA STORE	1:32	1:32	0:00	0:00	-	-	-	-	-	-	-	-	0
41	SRI MANJUNDESHWARA STORE *	1:32	1:33	0:01	0:00	-	-	-	-	-	-	-	-	0
42	M.N.R. PROVISION	1:33	1:35	0:02	0:00	6	-	-	-	-	-	-	-	6
43	LAKSHMI STORE	1:44	1:46	0:02	0:09	3	-	-	-	-	-	-	-	3
44	SRI BASAVESHWARA STORE	1:47	1:50	0:03	0:01	4	2	-	-	-	-	-	-	6
Total				3:51	2:49	210	141	60	40	20	15	4	5	495

Observations

Date: 26-2-08

- The route is small but the market potential is really high
- Almost all our competitor have marked their presence in this route
- There is lot more potential in the market, a lot of shops remained unserved which should be concentrated on.

Date: 27-2-08

- As there was a sudden order for bread from Vasudeva Adigas, we had to complete the route quickly and come back to office to attend to the order.
- The competitors in this route are Nilgris, Modern, SPV, Britannia and Beekay's.

Date: 28-2-08

- Today spare driver Devi Prasad was utilized as the regular driver absented himself, the spare driver seems to be too small and inefficient for driving.
- One of our very promising customer who buy's product's worth 800 Rs told that he is going to cancel our order due to hike in prices.

about the driver and the vehicle

Particulars	High	Average	Low
Drivers interaction with customer	✓		
Vehicle condition		✓	
Vehicle maintenance	✓		

STARTING TIME	DATE	6/3/2008	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	BREAD	BUN	E-PUFF	V-PUFF	D.PASANT	CR.BUN	RUSK	PAV.BUN	CUPCAKE	POT.BUN	SALT.BIS	Total
ENDING TIME	ROUTE	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II
DRIVER NAME	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II
S.NO	NAME OF THE SHOP																	
1	HOTEL SANNAN	7:28	7:30	0:02	0:08	4												4
2	A.M. TRADERS *	7:31	7:31	0:00	0:01													0
3	A.K. PROVISION	7:34	7:34	0:00	0:01	2	5											7
4	CORNER SHOP	7:36	7:42	0:06	0:02	4												4
5	SRI VENKATESHWARA PROVISION	7:44	7:44	0:00	0:02													0
6	SRI MANJUNATHA STORE	7:45	7:46	0:01	0:01													0
7	SRI KRISHNA STORE	7:47	7:54	0:07	0:01	5	3	5				20						38
8	STORE	7:55	7:57	0:02	0:01		3											6
9	SRI GAJALAKSHMI STORE	7:58	8:01	0:03	0:01	11	3											15
10	KAVYA CONDIMENTS	8:06	8:06	0:00	0:01	2	5					10					1 PKT	17
11	S.L.V. CONDIMENTS	8:05	8:16	0:07	0:03	1	4	5										10
12	SHARADA STORE	8:17	8:19	0:02	0:01	4												4
13	KARVATAKA TEA HOUSE	8:25	8:29	0:04	0:16	1						3	1 1/2 KG					4
14	HOTEL	8:50	8:54	0:04	0:11									50				50
15	SRI GAYATHRI CONDIMENTS	9:00	9:10	0:10	0:06	5												5
16	HARI KRISHNA STORE	9:13	9:30	0:15	0:05		1	10										21
17	TAWKAL STORE	9:43	9:49	0:06	0:13		1											6
18	SRI GURURAJA MEDICAL	9:52	9:52	0:02	0:01	4	2											8
19	SRI RAMA CONDIMENTS	9:54	10:00	0:06	0:02	4	2											6
20	C.K. STORE	10:03	10:06	0:03	0:03	2	25	15				12						55
21	CITY CONDIMENTS	10:08	10:09	0:01	0:02	5												4
22	SRI KRISHNA CONDIMENTS	10:12	10:13	0:01	0:03		1											5
23	SRI KRISHNA VINAYAGA STORE	10:13	10:13	0:00	0:01		1											1
24	KOMAL STORE	10:15	10:19	0:04	0:01	5	7											12
25	VINAYAGA STORE	10:21	10:23	0:02	0:02	2												4
26	JYOTHI STORE	10:24	10:36	0:12	0:01		1	20				5	10					2
27	KARTHIK STORE	10:37	10:39	0:02	0:01	5												11
28	HOSPITAL CANTEN	10:43	1:05	0:22	0:04													4
29	RAJALAKSHMI STORE	11:12	11:14	0:02	0:07	3												6
30	STORE	11:17	11:21	0:04	0:03	5												10
31	SRI RA. GAVENDRA STORE	11:21	11:24	0:03	0:06	3	5											8
32	FOOD POINT *	11:24	11:27	0:03	0:00	5	4											9
33	STORE *	11:32	11:32	0:00	0:05													5
34	S.S. MEDICAL	11:39	11:41	0:02	0:01	4	4											8
35	SRI SUBRAMANYESHWARA STORE	11:52	11:54	0:02	0:02	1	3											4
36	ASHWIN STORE	11:56	11:59	0:03	0:04													7
37	NAVAK STORE	12:02	12:06	0:04	0:02	2												4
38	SRI RAMS STORE *	12:17	12:17	0:00	0:11		1											2
39	SRI LAKSHMI NARAYANA STORE	12:18	12:20	0:02	0:01	2								2				4
40	VINAYAGA STORE	12:20	12:22	0:02	0:02	1												2
41	ARUN ENTERPRISES	12:34	12:41	0:07	0:12		1											2
42	STORE	12:41	12:43	0:02	0:00	1	1											2
43	JYOTHI PRAKASH STORE	12:46	12:46	0:01	0:02													2
44	MANJUNATHA STORE	12:50	12:53	0:03	0:04	2	10											12
45	VENKATESHWARA STORE	12:53	12:55	0:02	0:00	1	2											3
46	GALAMAN BAKERY	1:08	1:05	0:04	0:06	3												6
47	MANOHINI STORE	1:08	1:09	0:01	0:03	3												6
48	SRI VIGNESH BAKERY	1:11	1:12	0:01	0:02													2
49	ASHOKA BAKERY	1:15	1:16	0:01	0:02													2
50	S.S. STORE	1:17	1:19	0:02	0:01	4	2											6
51	ANNAPADRNISHWARI CONDIMENTS	1:22	1:23	0:01	0:03													3
52	VINAYAGA M.C. STORE	1:32	1:36	0:04	0:03	2	1					10						14
53	SRI LAKSHMI NEW'S AGENCIES	1:39	1:40	0:01	0:03	2	1											3
54	SANKEERTI STORE	1:42	1:44	0:02	0:02	5	6											11
55	SRI RAM CONDIMENTS	2:00	2:03	0:03	0:16													4
56	G.K. TRADERS	2:05	2:29	0:24	0:24	11	10											26
57	SRI MANJUNATHA CONDIMENTS	2:30	2:32	0:02	0:01	3												6
58	SRI SHIVANANDA STORE	2:33	2:36	0:03	0:01	2	6											8
Total				3:49	3:27	136	98	30	50	19	81	0	52	6	10	0	482	

STARTING TIME	DATE	ROUTE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	BREAD	BUN	EPUFF	V.PUFF	D.PASANT	CR.BUN	RUSK	PAY.BUN	POT.BUN	SAMOSA	Total
ENDING TIME	7/3/2008	II	3:40 PM														
DRIVER NAME																	
S.NO	NAME OF THE SHOP	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	BREAD	BUN	EPUFF	V.PUFF	D.PASANT	CR.BUN	RUSK	PAY.BUN	POT.BUN	SAMOSA	Total	
1	S.S.STORE	7:60	7:28	0:06	0:10	5	5									5	
2	KAVYA CONDIMENTS	7:32	7:28	0:04	0:02	1	3				10					15	
3	SHARADHA STORE	7:35	7:44	0:09	0:03	3	6									6	
4	KARNATAKA TEA HOUSE	8:00	8:04	0:04	0:16	2					30	1 KG				30	
5	HOTEL	8:12	8:20	0:08	0:08						40					40	
6	SRI.GAYATHRI CONDIMENTS	8:25	8:35	0:10	0:05	7	4									4	
7	YATHRI BAKERY	8:38	8:47	0:09	0:03								200gm 10 PKT			0	
8	HOTEL	9:51	9:27	0:36	0:04					20						0	
9	HARI KRISHNA STORE	9:30	9:51	0:21	0:03									15		45	
10	TAWKAL STORE	9:56	9:56	0:00	0:05											0	
11	STORE	9:58	10:00	0:02	0:02		2						2 KG			2	
12	SRI RAMA CONDIMENTS	10:09	10:09	0:05	0:02		2		15	15						47	
13	C.K.STORE	10:12	10:13	0:01	0:03	3	2									2	
14	M.D.JIMMAD ENTERPRISES	10:16	10:18	0:02	0:04	5										0	
15	SRI KRISHNA CONDIMENTS	10:22	10:22	0:00	0:04											0	
16	SRI KRISHNA VINAYAGA STORE	10:23	10:24	0:01	0:01	5										0	
17	KOMAL STORE	10:28	10:28	0:03	0:01	2	4									4	
18	S.L.V.CONDIMENTS	10:28	10:31	0:03	0:00	5										0	
19	VINAYAKA STORE	10:33	10:36	0:03	0:02	2										0	
20	JYOTHI STORE	10:37	10:47	0:10	0:01	1			30	30					10	64	
21	KARTHIK STORE	10:48	10:48	0:00	0:00											0	
22	HOSPITAL CANTEN	10:51	10:54	0:03	0:03								200gm 3 PKT			0	
23	SRI NIDHI SAGAR	11:18	11:18	0:00	0:00	5										0	
24	VIJAYA LAKSHMI STORE	11:24	11:25	0:01	0:06	2										0	
25	S.L.V.STORE	11:28	11:35	0:07	0:03	7	3			5					5	18	
26	SRI RAGANENDRA STORE	11:38	11:42	0:06	0:01	6	2									2	
27	VENKATESHWARA STORE	11:42	11:44	0:02	0:00	4	2									2	
28	STORE	11:51	11:53	0:02	0:07	5										0	
29	SRI GALAKSHMI STORE	11:54	11:57	0:03	0:01	7										0	
30	SRI KRISHNA STORE	12:05	12:05	0:06	0:02						20					0	
31	SRI MANJUNATHA GENERAL STORE	12:08	12:07	0:02	0:00	4										0	
32	SRI MANJUNATHA STORE	12:10	12:10	0:02	0:01	4										0	
33	CORNER SHOP	12:10	12:12	0:02	0:00	6										0	
34	UMAR BAKERY	12:12	12:21	0:09	0:00	5	5									5	
35	A.K. PROVISION	12:22	12:25	0:03	0:01	2	3									5	
36	SRI VENKATESHWARA PROVISION	12:26	12:28	0:02	0:01	4										0	
37	S.S. MEDICAL	1:06	1:07	0:01	0:38	3										0	
38	HALITHINDI HOTEL	1:12	1:13	0:01	0:05											0	
39	MANJUNATHA CONDIMENTS	1:15	1:18	0:03	0:02		1		5	5						5	
40	SRI SHIVANANDA STORE	1:20	1:21	0:01	0:02											0	
41	G.K. TRADERS	1:30	1:40	0:10	0:09		6									6	
42	SRI LAKSHMI NARAYANA STORE	1:48	1:50	0:02	0:08	2	10						5	200gm 5PKT		15	
43	SANKERTI STORE	1:52	1:52	0:00	0:02											0	
44	ASHWINI STORE	1:55	1:59	0:04	0:03	3	1									0	
45	RANGA STORE	2:01	2:03	0:02	0:02	2										0	
46	SRI LAKSHMI NARAYANA STORE	2:04	2:10	0:06	0:01	6	2									2	
47	VINAYAKA STORE	2:10	2:13	0:03	0:00	4	4									4	
48	ARUN ENTERPRISES	2:16	2:19	0:03	0:03											0	
49	STORE	2:19	2:22	0:03	0:00	1										1	
50	JYOTHI PRAKASH STORE	2:23	2:25	0:02	0:01		5									5	
51	MANJUNATHA STORE	2:26	2:29	0:03	0:01	3	5									5	
52	VENKATESHWARA STORE	2:29	2:33	0:04	0:00	2	5									0	
53	GAJANAN BAKERY	2:37	2:43	0:06	0:04	15										0	
54	NANDHINI STORE	2:45	2:49	0:04	0:02	8										0	
55	SRI VIGNESH BAKERY	2:50	2:56	0:06	0:01	4										0	
56	S.V.STORE	3:00	3:03	0:03	0:04	1	2									2	
57	ANNAPOORNISHWARI CONDIMENTS	3:04	3:10	0:06	0:01	3	2									2	
Total				4:45		159	94	20	65	23	130	0	55	25	5	417	

Observations

Date: 6-3-08

- Driver starts very late from the company hence have to face a lot of traffic jam.
- The route is small but market potential is very high.
- Competition is very heavy.
- The driver is lazy and very slow in delivering the goods
- Visits house every evening, before reaching the company.

Date: 7-3-08

- Apart from other main competitors Allwin, Abiruchi, Macronals is also available.
- One of the shopkeepers demanded for rusks powder and so he had to come back to the company, but was not available here. The fuel and time spent for this could have been saved by just making a call to the dispatch and confirming the availability but the driver did not to it.
- A.K.Provision: most of the bun packets are were opened and not packed at all.
- All the cream buns received from the dispatch was very hard and shapeless. Almost all shopkeepers were complaining about this.
- The competitors in this route are Modern, SPV, Britannia Beekay's.

About the driver and the vehicle

Particulars	High	Average	Low
Driver interaction with customer			✓
Vehicle condition			✓
Vehicle maintenance			✓

S.NO	NAME OF THE SHOP	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	BREAD	BUN	E.PUFF	V.PUFF	Y.ROLL	SAMOSA	POT.BUN	CHOC.CAKE	RUSK	CUP.CAKE	PINE.CAKE	Total
	STARTING TIME	7:33 AM			23/12/2008												
	ENDING TIME	3:40 PM															
	DRIVER NAME	III			ROUTE	III											
1	IPES COLLEGE CANTEN -1	7:57	8:10	0:13	0:20	10	-	30	-	-	30	-	-	-	-	-	100
2	IPES COLLEGE CANTEN -2	8:10	8:21	0:11	0:00	-	-	150	-	-	75	130	100	-	-	30	485
3	IPES COLLEGE CANTEN -3	8:22	8:28	0:06	0:01	-	4	40	30	-	55	-	-	-	-	-	129
4	ANJUNDESHWARA STORE	8:54	8:57	0:03	0:26	7	-	-	-	-	-	-	-	1	-	-	8
5	GURU SREE CONDIMENTS	8:59	9:01	0:02	0:02	-	-	-	-	-	25	-	-	-	-	-	25
6	MATHAJI PROVISION	9:04	9:06	0:02	0:03	-	-	-	-	-	-	-	-	-	-	-	0
7	NAVAREN DEPARTMENTAL	9:27	9:30	0:03	0:21	3	1	-	-	-	-	-	-	-	-	-	4
8	MANDRA FAST FOOD&CONDIMENTS	9:30	9:30	0:00	0:00	-	-	-	-	-	-	-	-	-	-	-	0
9	HONEY BEE BAKERY	9:34	9:36	0:02	0:04	16	-	-	-	-	-	-	-	-	-	-	16
10	SRI MANJUNATHA CONDIMENTS	10:00	10:03	0:03	0:24	4	-	-	-	-	-	-	-	-	-	-	4
11	GCL INDIA	10:03	10:07	0:04	0:00	-	12	-	-	-	-	-	-	-	-	-	12
12	JONSHANKSMITH CO.	10:08	10:10	0:02	0:01	-	7	-	-	-	-	-	-	-	-	-	7
13	MICRO COLD FORGE	10:12	10:12	0:00	0:00	-	2	-	-	-	-	-	-	2	-	-	4
14	PRAGATI TRANSMISSION	10:13	10:21	0:08	0:01	-	2	-	-	-	-	-	-	2	-	-	4
15	TANUSH TECHNOLOGIES	10:21	10:21	0:00	0:00	1	-	-	-	-	-	-	-	-	-	-	1
16	PHARMA PACK INDUSTRY	10:24	10:25	0:01	0:03	5	-	-	-	-	-	-	-	-	-	-	5
17	L.T.KARLE	10:39	10:43	0:04	0:14	1	3	-	-	-	-	-	-	-	-	-	4
18	PRASANATHI POLYMERS	10:47	10:48	0:01	0:04	6	-	-	-	-	-	-	-	-	-	-	6
19	SRI RAJA RAJESHWARI ENGINEERING	10:50	10:52	0:02	0:02	-	3	-	-	-	-	-	-	-	-	-	3
20	SRI DURGA TRADERS	10:55	10:57	0:02	0:03	2	-	-	-	-	-	-	-	-	-	-	2
21	SRI VINAYAGA CONDIMENTS	10:58	11:01	0:03	0:01	2	-	-	-	-	-	-	-	-	-	-	2
22	LUCKY STORE *	11:10	11:10	0:00	0:09	-	-	-	-	-	-	-	-	-	-	-	0
23	SRI RAJESHWARI STORE	11:11	11:14	0:03	0:01	3	2	-	-	-	-	-	-	-	-	-	5
24	VIPUL BAKERY	11:28	11:31	0:03	0:14	4	-	-	-	-	-	-	-	-	-	-	4
25	ANAND STORE	11:36	11:39	0:03	0:05	5	6	-	-	-	-	-	-	-	-	-	11
26	VARUN STORE	11:41	11:43	0:02	0:02	2	-	-	-	-	-	-	-	-	-	-	2
27	SHIVA STIRE	11:55	11:56	0:01	0:12	-	1	-	-	-	-	-	-	-	-	-	1
28	MANDHINA STORE	11:56	11:58	0:02	0:00	1	-	-	-	-	-	-	-	-	-	-	1
29	SARATH SWEET & CONDIMENTS	12:04	12:07	0:03	0:06	-	2	-	-	-	-	-	-	-	-	-	2
30	STORE	12:10	12:10	0:00	0:03	-	-	-	-	-	-	-	-	-	-	-	0
31	BANASHANKARI STORE	12:12	12:12	0:00	0:02	4	-	-	-	-	-	-	-	-	-	-	4
32	SRI VENKATESHWARA DEPARTMENTAL	12:15	12:27	0:12	0:03	8	8	-	-	-	-	-	-	-	-	-	16
33	KRISHNA DEPAR TMENTAL	12:29	12:46	0:17	0:02	8	4	-	-	-	-	-	-	-	-	-	12
34	SRI MARUTHI DEPARTMENTAL	12:47	12:48	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	0
35	SRI BALAJI DEPARTMENTAL	12:50	12:53	0:03	0:02	2	1	-	-	-	-	-	-	-	2	-	5
36	STORE	12:54	12:56	0:02	0:01	-	2	-	-	-	-	-	-	-	-	-	2
37	MATHAJI PROVISION	12:58	1:01	0:03	0:02	6	1	-	-	-	-	-	-	-	-	-	7
38	IEE ENGINEERING	1:29	1:31	0:02	0:28	-	-	-	-	-	-	-	-	1	-	-	1
39	RHINO RUBBER	1:31	1:33	0:02	0:00	6	-	-	-	-	-	-	-	-	-	-	6
40	T-STALL	1:33	1:37	0:04	0:00	-	4	-	-	-	-	-	-	-	-	-	4
41	PNELDRAULIC CYLINDER	1:40	1:42	0:02	0:03	-	6	-	-	-	-	-	-	-	-	-	6
42	T-STALL	1:50	1:52	0:02	0:08	-	2	-	-	-	-	-	-	-	-	-	2
43	SRI SAI TOOLS	1:54	1:55	0:01	0:02	2	-	-	-	-	-	-	-	-	-	-	2
44	FOOD FAIR BAKERY *	2:34	2:35	0:01	0:39	-	-	-	-	-	-	-	-	-	-	-	0
	Total			2:23	4:35	104	77	70	210	0	185	130	100	6	2	30	914

Observations

Date: 21-2-08

- The route is very long and the market potential is also low
- The sales of bun is very high when compared to other products
- There is not much competitor in this route
- Driver starts very late.

Date: 22-2-08

- The driver has to wait about an hour in PES College every day, as the canteen opens only at (8:00 AM). This time can be utilized to convince or to serve new shops
- This route consist a lot of corporate customers

Date: 23-2-08

- The driver doesn't follow any pattern or sequence in covering the shops, he goes as wishes.
- The vehicle electronic start doesn't function. It needs some servicing.

About the driver and the vehicle

Particulars	High	Average	Low
Driver interaction with customer			✓
Vehicle condition			✓
Vehicle maintenance			✓

STARTING TIME 7:14:00 DATE 14/2/08
 ENDING TIME 3:10 PM
 DRIVER IV ROUTE IV

S.NO	NAME OF THE SHOP	TIME IN	TIME OUT	TIME SPENT	BREAD	BUN	E-PUFF	V-PUFF	DIL.PASANT	DIL.KUSH	TOAST	CR.BUN	JAM.BUN	SALT.BITS	SAMOSA	BUR.BUN	RUSK	CUP.CAKE	APP.CAKE	Total	
1	MANIPAL CANTEN	8:10	8:23	0:13	0:56		20								20					60	
2	SRI RAGENDORA CONDIMENTS	8:28	8:29	0:01	0:05														10	10	60
3	AMRUTHA BAKERY	8:30	8:32	0:02	0:01										5					6	60
4	ARYA BAKERY	8:32	8:33	0:01	0:00							10			1					10	60
5	SRI GANESH BAKERY	8:33	8:39	0:06	0:00															40	60
6	JAGAN STORE	8:40	8:43	0:03	0:01	2	1	10	3	1	5	5			5					7	60
7	VINAYAKA STORE	8:43	8:44	0:01	0:00	8	5													13	60
8	GANESH BAKERY	8:48	9:03	0:15	0:04	6	40	25				10			5					87	60
9	R.S.STORE	9:08	9:12	0:04	0:05	10	1													11	60
10	K.K.TRADERS	9:18	9:33	0:15	0:06	25	5													30	60
11	K.R.STORE	9:33	9:35	0:02	0:00	3														13	60
12	MAHALAKSHMI STORE	9:36	9:40	0:04	0:01	5	5					10								10	60
13	MASEEM STORE	9:41	9:43	0:02	0:01	1	1													2	60
14	S.S.STORE	9:43	9:46	0:03	0:01	4	1													4	60
15	STORE	9:47	9:49	0:02	0:01	4														4	60
16	RUMA'S STORE	9:49	9:50	0:01	0:00		6													6	60
17	AYSHA PROVISION	9:50	9:53	0:03	0:00	5														5	60
18	KUTTI STORE	9:54	10:00	0:06	0:01	11														11	60
19	MARRY BROWN	10:20	10:31	0:11	0:20											12				12	60
20	SRI DURGA PROVISION	10:31	10:32	0:01	0:00	2														2	60
21	SRIFAM BRO'S BAKERY	10:35	10:37	0:02	0:03															2	60
22	RAVINDRA STORE	10:45	10:47	0:02	0:08	3														3	60
23	ANU BAKERY	10:49	10:51	0:02	0:02	10														10	60
24	AMRUTHA BAKERY	10:53	10:57	0:04	0:02												1			1	60
25	SNEHA BAKERY	11:00	11:04	0:04	0:03	4									15					19	60
26	T-STALL	11:06	11:07	0:01	0:02		3													13	60
27	K.K.PROVISION	11:17	11:21	0:04	0:10	6	10													16	60
28	S.K.PROVISION	11:27	11:30	0:03	0:06	3														3	60
29	SRI GANESH PROVISION	11:30	11:32	0:02	0:00	10														10	60
30	RAGAM STORE	11:33	11:34	0:01	0:01	4														4	60
31	SURESH STORE	11:36	11:38	0:02	0:02	3														4	60
32	NEW RAINBOW STORE	11:40	11:42	0:02	0:02	10														3	60
33	A.M.K.STORE	11:52	11:54	0:02	0:10	4														10	60
34	SRI TRADERS	11:45	11:48	0:03	0:01									1						1	60
35	MEGHANA STORE	11:52	11:54	0:02	0:04	9	3													12	60
36	MOHAN STORE*	11:56	11:57	0:01	0:02															0	60
37	SRI SARAVANA STORE	12:03	12:04	0:01	0:06		6													6	60
38	GEETHANJALI PROVISION	12:05	12:07	0:02	0:01		6													6	60
39	DEVI STORE	12:09	12:11	0:02	0:02	2	6													8	60
40	LAKSHMI VEGETABLE MARKET	12:11	12:12	0:01	0:00	6														6	60
41	STORE	12:12	12:16	0:04	0:00	3	3													6	60
42	SRI VINAYAGA STORE	12:20	12:28	0:08	0:04	6	6													12	60
43	SRI RAM STORE *	12:28	12:29	0:01	0:00															0	60
44	12th AVENUE HOTEL	12:33	12:41	0:08	0:04	7													3	10	60
45	AISHWARYA BAKERY	12:45	12:50	0:05	0:04	6														6	60
46	A.K.STORE *	12:51	12:51	0:00	0:01															0	60
47	SRI LAKSHMI NARAYANA STORE	12:53	12:55	0:02	0:02	1														1	60
Total				2:47	3:04	176	74	70	55	3	1	15	5	3	50	12	1	3	10	515	

STARTING TIME 7:15:00 DATE 15/2/08
 ENDING TIME 3:15 PM
 DRIVER NAME IV ROUTE IV

S.NO	NAME OF THE SHOP	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	BREAD	BUN	E.PUFF	V.PUFF	DIL.PASANT	DIL.KUSH	TOAST	CR.BUN	SAMOSAS	BUR.BUN	RUSK	CUP.CAKE	APP.CAKE	BROWNIE	Total
1	SARAH ENTERPRISES	7:54	7:59	0:05	0:39	-	2	25	5	-	2	-	-	10	-	-	-	-	-	44
2	MANIPAL CANTEN	8:02	8:10	0:08	0:03	-	-	20	-	-	-	-	-	20	-	-	-	-	-	60
3	FIVE STAR BAKERY	8:14	8:16	0:02	0:04	-	4	-	-	-	-	-	-	2	-	-	-	-	-	8
4	SRI RAGENDRRA CONDIMENTS	8:16	8:20	0:04	0:00	-	-	-	-	-	-	-	-	-	-	-	-	10	-	10
5	ANRUTHA BAKERY	8:22	8:25	0:03	0:02	-	-	-	-	-	-	-	-	5	-	-	-	-	-	5
6	ARYA BAKERY	8:27	8:29	0:02	0:02	4	-	-	-	-	-	-	10	-	-	-	-	-	-	14
7	SRI GANESH BAKERY	8:29	8:36	0:07	0:00	3	1	10	10	-	-	5	-	5	-	-	-	10	-	44
8	JAGAN STORE	8:37	8:40	0:03	0:01	2	5	-	-	-	-	-	-	-	-	-	-	-	-	7
9	VINAYAKA STORE *	8:41	8:41	0:00	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
10	GANESH BAKERY	8:45	9:09	0:24	0:04	6	1	40	25	4	3	10	10	5	-	1	-	-	-	98
11	R.S.STORE	9:13	9:15	0:02	0:04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7
12	R.K.TRADERS	9:17	9:30	0:13	0:02	8	1	-	-	-	-	-	-	-	-	-	-	-	-	9
13	K.R.STORE	9:30	9:35	0:05	0:00	12	2	-	-	-	-	-	2	-	-	-	-	-	-	16
14	MAHALAKSHMI STORE *	9:36	9:37	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
15	MADEEM STORE *	9:38	9:38	0:00	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
16	S.S.STORE	9:38	9:44	0:06	0:00	6	2	-	-	-	-	-	-	-	-	-	-	-	-	8
17	STORE	9:46	9:47	0:01	0:02	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3
18	RUMA'S STORE	9:47	9:48	0:01	0:00	6	-	-	-	-	-	-	-	-	-	-	-	-	-	6
19	AVSHA PROVISION	9:48	9:51	0:03	0:00	4	1	-	-	-	-	-	-	-	-	-	-	-	-	5
20	KUTTI STORE	9:53	9:59	0:06	0:02	5	10	-	-	-	-	-	-	-	-	-	-	-	-	15
21	MARRY BROWN	10:15	10:27	0:12	0:16	-	-	-	-	-	-	-	-	-	12	-	-	20	-	32
22	RAVINDA STORE *	10:35	10:40	0:05	0:08	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
23	ANU BAKERY	10:42	10:46	0:04	0:02	6	-	-	-	-	-	-	-	-	-	-	-	-	-	6
24	SRI DEVI BAKERY	10:46	10:51	0:05	0:00	8	-	-	-	-	-	-	-	-	-	-	-	-	-	8
25	SMEHA BAKERY	10:55	10:58	0:03	0:04	-	-	-	-	-	-	-	-	15	-	1	-	-	-	16
26	T-STALL	10:59	11:02	0:03	0:01	-	3	-	-	-	-	-	2	-	-	-	-	-	-	5
27	K.K.PROVISION *	11:10	11:11	0:01	0:08	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6
28	S.K.PROVISION	11:16	11:18	0:02	0:05	6	-	-	-	-	-	-	-	-	-	-	-	-	-	6
29	SRI GANESH PROVISION	11:18	11:20	0:02	0:00	1	-	-	-	-	-	-	-	-	-	-	-	-	-	6
30	RAGAM STORE	11:20	11:25	0:05	0:00	10	-	-	-	-	-	-	-	-	-	-	-	-	-	10
31	VASANTH STORE	11:25	11:31	0:06	0:00	10	6	-	-	-	-	-	-	-	-	-	-	-	-	16
32	SURESH STORE	11:32	11:34	0:02	0:01	6	-	-	-	-	-	-	-	-	-	-	-	-	-	6
33	NEW RAINBOW STORE *	11:37	11:37	0:00	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
34	A.M.K.STORE	11:38	11:43	0:05	0:01	10	-	-	-	-	-	-	-	-	-	-	-	-	-	10
35	MAGHANA STORE	11:45	11:49	0:04	0:02	12	8	-	-	-	-	-	-	5	-	-	-	-	-	25
36	MOHAN STORE	11:51	11:56	0:05	0:02	7	2	-	-	-	-	-	-	-	-	-	-	-	-	9
37	GEETHANJILI PROVISION	11:58	12:06	0:08	0:02	15	-	-	-	-	-	-	-	-	-	-	-	-	-	15
38	DEVI STORE *	12:08	12:08	0:00	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
39	LAKSHMI VEGETABLE MARKET	12:08	12:10	0:02	0:00	2	1	-	-	-	-	-	-	-	-	-	-	-	-	3
40	STORE	12:10	12:12	0:02	0:00	2	2	-	-	-	-	-	-	-	-	-	-	-	-	4
41	SRI VINAYAGA STORE	12:16	12:25	0:09	0:04	6	6	-	-	-	-	-	-	-	-	-	-	-	-	12
42	SRI SAKTHI HOME NEEDS	12:25	12:28	0:03	0:00	8	4	-	-	-	-	-	-	-	-	-	-	-	-	12
43	MANOJ STORE	12:28	12:31	0:03	0:00	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3
44	12th AVENUE HOTEL	12:35	12:40	0:05	0:04	3	-	-	-	-	-	-	-	-	-	-	4	-	-	7
	TOTAL			3:13	2:12	164	71	95	60	4	5	15	24	67	12	4	4	20	4	565

STARTING TIME 7:19:00 DATE 16/2/08
 ENDING TIME 3:10 PM ROUTE IV
 DRIVER NAME IV

S.NO	NAME OF THE SHOP	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	BREAD	BUN	E.PUFF	V.PUFF	DIL.PASANT	TOAST	CR.BUN	SAMDOSA	BUR.BUN	RUSK	CUP.CAKE	Total
1	SRI RAGEVENDRA CONDIMENTS	7:47	7:48	0:01	0:28	-	-	-	-	-	-	-	-	-	-	-	0
2	AMRUTHA BAKERY	7:50	7:52	0:02	0:02	-	-	-	-	-	-	-	-	-	1	-	1
3	ARYA BAKERY	7:54	7:55	0:01	0:02	-	-	-	-	-	-	-	-	-	1	-	1
4	SRI GANESH BAKERY	7:59	8:07	0:08	0:04	2	1	10	10	-	5	-	-	-	-	-	33
5	JAGAN STORE	8:07	8:12	0:05	0:00	2	-	-	-	-	-	-	-	-	-	-	2
6	VINAYAKA STORE	8:12	8:14	0:02	0:00	3	4	-	-	-	-	-	-	-	-	-	7
7	GANESH BAKERY	8:18	8:38	0:20	0:04	5	-	40	25	3	10	-	-	-	-	-	88
8	R.S.STORE	8:40	8:43	0:03	0:02	8	-	-	-	-	-	-	-	-	-	-	8
9	R.K. TRADERS	8:46	9:04	0:18	0:03	15	3	-	-	-	-	-	-	-	-	-	18
10	K.R.STORE	9:04	9:10	0:06	0:00	10	-	-	-	-	-	1	-	-	-	-	11
11	MAHALAKSHMI STORE	9:11	9:17	0:06	0:01	7	-	-	-	-	-	-	-	-	5	-	12
12	NADEEM STORE *	9:17	9:17	0:00	0:00	-	-	-	-	-	-	-	-	-	-	-	0
13	S.S.STORE	9:17	9:24	0:07	0:00	2	-	-	-	-	-	-	-	-	1	-	3
14	FATHIMA STORE	9:24	9:26	0:02	0:00	4	1	-	-	-	-	-	-	-	-	-	5
15	STORE	9:27	9:29	0:02	0:01	-	2	-	-	-	-	-	-	-	-	-	2
16	RUMIA'S STORE	9:29	9:30	0:01	0:00	3	-	-	-	-	-	-	-	-	-	-	3
17	AYSHA PROVISION	9:30	9:36	0:06	0:00	5	6	-	-	-	-	-	-	-	-	-	11
18	KUTTI STORE	9:39	9:43	0:04	0:03	-	15	-	-	-	-	-	-	-	-	-	15
19	MARRY BROWN	10:03	10:18	0:15	0:20	-	-	-	-	-	-	-	-	20	-	-	20
20	RAVINDA STORE *	10:33	10:34	0:01	0:15	-	-	-	-	-	-	-	-	-	-	-	0
21	KAMALA STORE *	10:34	10:34	0:00	0:00	-	-	-	-	-	-	-	-	-	-	-	0
22	ANJ BAKERY	10:35	10:37	0:02	0:01	10	-	-	-	-	-	-	-	-	-	-	10
23	SRI DEVI BAKERY	10:37	10:39	0:02	0:00	8	-	-	-	-	-	-	-	-	-	-	8
24	SNEHA BAKERY	10:41	10:43	0:02	0:02	5	-	-	-	-	-	-	-	-	-	-	5
25	T-STALL *	10:44	10:44	0:00	0:01	-	-	-	-	-	-	-	-	-	-	-	0
26	K.K.PROVISION	10:54	11:03	0:09	0:10	6	10	-	-	-	-	-	-	-	3 1/2	-	19.5
27	S.K.PROVISION *	11:10	11:10	0:00	0:07	-	-	-	-	-	-	-	-	-	-	-	0
28	SRI GANESH PROVISION	11:11	11:12	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	0
29	RAGAM STORE	11:13	11:16	0:03	0:01	6	-	-	-	-	-	-	-	-	-	-	6
30	VASANTH STORE	11:17	11:23	0:06	0:01	4	8	-	-	-	-	-	-	-	-	-	12
31	SURESH STORE	11:24	11:26	0:02	0:01	6	-	-	-	-	-	-	-	-	-	-	6
32	NEW RAINBOW STORE	11:29	11:30	0:01	0:03	5	-	-	-	-	-	-	-	-	-	-	5
33	A.M.K.STORE	11:32	11:36	0:04	0:02	6	5	-	-	-	-	-	-	-	-	-	11
34	MAGHANA STORE	11:37	11:40	0:03	0:01	12	5	-	-	-	-	-	-	-	-	-	17
35	MOHAN STORE	11:42	11:43	0:01	0:02	2	2	-	-	-	-	-	-	-	-	-	4
36	SARAVANA STORE *	11:45	11:45	0:00	0:02	-	-	-	-	-	-	-	-	-	-	-	0
37	GEETHANJALI PROVISION	11:47	12:01	0:14	0:02	15	10	-	-	-	-	-	-	-	-	-	25
38	DEVI STORE	12:02	12:03	0:01	0:01	3	-	-	-	-	-	-	-	-	-	-	3
39	LAKSHMI VEGETABLE MARKET	12:03	12:06	0:03	0:00	3	-	-	-	-	-	-	-	-	-	-	3
	Total			2:44	2:03	157	72	50	35	3	15	1	10	20	11.5	0	374.5

Observations

Date: 14-2-08

- Market potential is high; More than 50% of the shops are provisional store.
- Nilgris, Britannia, Modern are the main competitors.
- In this route traffic is very hectic; to avoid this we should start early.

Date: 15-2-08

- Koysh's and Milk ma products are seen only in two shops.
- Sale of Bakery items is only upto 9'o clock.
- The sale closes by 2.30 pm, after that driver is going for only collecting the money.

Date: 16-2-08

- Bread manufactured on 14th feb had been supplied.
- Most of the shop keeper's are playing with driver.

About the driver and the vehicle

Particulars	High	Average	Low
Driver interaction with customer			✓
Vehicle condition	✓		
Vehicle maintenance	✓		

Observations

Date: 9-3-08

- St. Johns hospital canteen: owner complaint that 60 egg puff supplied last week were spoilt. He said even after complaining none of the marketing executives took interest to come and ask what happened.
- Our, a lot of shopkeeper said that they have never seen a marketing executive for years together.
- Apart from regular competitors Popular & Manna bread was also available.

Date: 10-3-08

- The bakery items were not delivered on time by the dispatch people and as a result of which we had to face a lot of traffic jams.
- As the auto failed there was no supply after 12:15. Reddy's auto was used to deliver our products to the main shops alone. This happened only after spending an hour or two in the workshop.

About the driver and the vehicle

Particulars	High	Average	Low
Driver interaction with customer	✓		
Vehicle condition			✓
Vehicle maintenance			✓

STARTING TIME 6:50 AM
 ENDING TIME 3:10 PM
 DRIVER NAME VI

DATE 7/2/2008
 ROUTE VI

S.NO	NAME OF THE SHOP	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	BREAD	BUEN	E.PUFF	V.PUFF	DIL PASANT	BUEN	PAY BUN	POT BUN	RUSK	Total
1	SRI GANESH CONDIMENTS	7:02	7:05	0:03	0:12	6	-	-	-	-	-	-	-	-	6
2	SRI LAKSHMI HOME NEEDS	7:07	7:09	0:02	0:02	6	-	-	-	-	-	-	-	-	6
3	SRI MATHA STORE	7:10	7:12	0:02	0:01	-	2	-	-	-	-	-	-	1	3
4	LAKSHMI RICE CORNER	7:14	7:17	0:03	0:02	3	-	-	-	-	-	-	-	-	3
5	MANJUNATHA SWEETS	7:21	7:23	0:02	0:04	2	-	-	-	-	-	-	-	-	2
6	GOWTHAM AGENCIES	7:23	7:24	0:01	0:00	1	-	-	-	-	-	-	-	-	1
7	SRI LAKSHMI VENKATESHWARA STORE	7:25	7:26	0:01	0:01	2	2	-	-	-	-	-	-	-	4
8	GURUKRUPA CONDIMENTS	7:31	7:34	0:03	0:05	2	5	-	-	-	-	-	-	-	5
9	SRI MANJUNATHA CONDIMENTS	7:36	7:38	0:02	0:02	2	-	-	-	-	-	-	-	-	2
10	STORE	7:39	7:42	0:03	0:01	4	-	-	-	-	-	-	-	-	4
11	DEEPAK STORE	7:42	7:45	0:03	0:00	1	-	-	-	-	-	-	-	-	1
12	BRIGADE CAFETERIA *	7:48	7:49	0:01	0:03	-	-	-	-	-	-	-	-	-	0
13	SHIVA SHAKTHI ENTERPRISES	7:51	7:55	0:04	0:02	14	5	-	-	-	-	-	-	-	19
14	SHANTHI SAGAR	7:55	7:58	0:03	0:00	4	-	-	-	-	-	-	-	-	4
15	ALSHWARYA STORES&BAKES	7:59	8:02	0:03	0:00	6	-	-	-	-	-	-	-	-	6
16	IBS CANTEEN	8:14	8:20	0:06	0:12	8	20	10	3	-	-	-	-	-	33
17	SRI BALAJI ICE MAGIC BAKERY	8:29	8:32	0:03	0:09	-	7	-	-	-	-	-	-	-	7
18	TIARA BAKES	8:38	8:43	0:05	0:06	4	-	5	5	-	-	-	-	-	14
19	ANNAPOORNA BAKERY	8:48	8:52	0:04	0:05	2	-	15	3	-	-	-	-	-	20
20	CORN CLUB	9:12	9:16	0:04	0:03	3	-	-	-	-	1	5	-	-	9
21	VENKATESHWARA CONDIMENTS	9:19	9:20	0:01	0:03	-	-	-	-	-	-	-	-	-	3
22	KRISHNA DEPARTMENTAL *	9:20	9:20	0:00	0:00	-	-	-	-	-	-	-	-	-	0
23	BERESHWARA STORE	9:22	9:25	0:02	0:02	7	-	-	-	-	-	-	-	-	7
24	SRI VASAVI PROVISION	9:28	9:30	0:02	0:03	2	-	-	-	-	-	-	-	-	2
25	SRINIVASA STORE *	9:31	9:31	0:00	0:01	-	-	-	-	-	-	-	-	-	0
26	CHANDRU TRADERS	9:33	9:35	0:02	0:02	6	2	-	-	-	-	-	-	-	8
27	SAVIRUCHI BAKERY	9:38	9:42	0:04	0:03	-	-	-	-	-	-	15	-	-	15
28	ANIL PROVISION	9:45	9:46	0:01	0:03	8	-	-	-	-	-	-	-	-	8
29	ASHA CONDIMENTS *	9:46	9:46	0:00	0:00	-	-	-	-	-	-	-	-	-	0
30	SRI VENKATESHWARA SWEETS&BAKES	9:49	9:58	0:09	0:03	8	4	-	-	-	-	-	-	-	12
31	TULSI PROVISION *	10:04	10:05	0:01	0:06	-	-	-	-	-	-	-	-	-	0
32	SANDHYA STORE *	10:05	10:06	0:01	0:00	-	-	-	-	-	-	-	-	-	0
33	MADESHWARA TRADERS *	10:06	10:07	0:01	0:00	-	-	-	-	-	-	-	-	-	0
34	PARVATHI STORE	10:07	10:12	0:05	0:00	5	2	-	-	-	-	-	-	-	7
35	ASHOK STORE	10:12	10:13	0:01	0:00	2	-	-	-	-	-	-	-	-	2
36	SRI RAJAJESHWARI BAKERY **	10:19	10:21	0:02	0:06	4	-	-	-	-	-	-	-	-	4
37	M.N.R. STORE *	10:21	10:23	0:02	0:00	4	-	-	-	-	-	-	-	-	4
38	POOJA STORE *	10:24	10:25	0:01	0:01	-	-	-	-	-	-	-	-	-	0
39	TOYOTA KIRLOSAR ***	11:25	12:10	0:45	1:00	-	-	-	-	-	-	-	-	-	0
40	CHRIST COLLEGE CANTINEEN	12:26	12:36	0:10	0:16	35	9	-	-	-	-	-	-	-	44
41	SRI RAJAJESHWARI HOSPITAL CANTEEN	12:52	12:55	0:03	0:16	3	-	-	-	-	-	-	2	-	5
42	SANJANA ENTERPRISES	1:02	1:06	0:04	0:07	4	-	-	-	-	-	-	-	-	4
43	MANJUNATHA STORE	1:08	1:10	0:02	0:02	-	-	-	-	-	-	-	-	1	1
44	STORE	1:10	1:12	0:02	0:00	-	1	-	-	-	-	-	-	-	1
45	SUKIKHA STORE	1:13	1:20	0:07	0:01	12	-	-	-	-	-	-	-	-	12
46	MANJUNATHA SWEETS&CONDIMENTS	1:20	1:22	0:02	0:00	-	-	-	-	-	-	-	-	1	1
47	ANNAPOORNA BAKERY	2:17	2:26	0:09	0:55	3	1	-	-	-	-	-	-	-	4
	TOTAL			2:58	4:38	157	36	40	15	6	10	5	15	5	289

3:20 PM

ENDING TIME
DRIVER NAME

ROUTE VI

VI

S.NO	NAME OF THE SHOP	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	BREAD	BUN	E.PUFF	V.PUFF	IDL PASANT	CREAM BUN	POT BUN	RUSK	Total
1	GANESH CONDIMENTS	7:00	7:03	0:03	0:15	4	-	-	-	-	-	-	-	4
2	MANJUNATHA SWEETS	7:06	7:09	0:03	0:03	2	-	-	-	-	-	-	-	2
3	MANJUNATHA STORES	7:09	7:10	0:01	0:00	2	-	-	-	-	-	-	-	2
4	GOWTHAM AGENCIES	7:10	7:12	0:02	0:00	1	1	-	-	-	-	-	-	2
5	SRI LAKSHMI VENKATESHWARA STORE	7:12	7:15	0:03	0:00	-	2	-	-	-	-	-	-	2
6	MANJUNATHA STORES	7:15	7:17	0:02	0:00	3	-	-	-	-	-	-	-	3
7	GURUKRUPA STORE	7:22	7:25	0:03	0:05	-	-	-	-	-	-	-	1	1
8	SHIVA SHAKTI STORE	7:39	7:49	0:10	0:14	7	5	-	-	-	-	-	-	12
9	MANJUNATHA BAKERY&SWEETS	7:50	7:54	0:04	0:01	9	-	-	-	-	-	-	-	9
10	SRI GANESH CONDIMENTS	7:55	7:57	0:02	0:01	8	1	-	-	-	-	-	-	9
11	ATISHWARAYA STORES&BAKES	7:59	8:06	0:07	0:02	16	-	-	-	-	-	-	-	16
12	BRIGADE CAFETERIA	8:11	8:15	0:04	0:05	6	-	-	-	-	-	-	-	6
13	IBS CANTINEEN	9:32	9:35	0:03	1:17	-	-	20	10	3	-	-	-	33
14	SRI BALAJI ICE MAGIC BAKERY	9:45	9:47	0:02	0:10	-	8	-	-	-	-	-	-	8
15	TIARA BAKES	9:53	9:59	0:06	0:06	2	5	5	5	-	-	-	2	14
16	ANNAPORNA BAKERY	10:03	10:06	0:03	0:04	6	6	13	-	3	10	-	-	38
17	KRISHNA DEPARTMENTAL	10:13	10:15	0:02	0:07	4	-	-	-	-	-	-	-	4
18	BEERESHWARA STORE*	10:16	10:17	0:01	0:01	-	-	-	-	-	-	-	-	0
19	SRI VASAVI PROVISION	10:20	10:22	0:02	0:03	4	2	-	-	-	-	-	-	6
20	SRINIVASA STORE	10:23	10:26	0:03	0:01	-	-	-	-	-	-	-	2	2
21	M.S.STORE *	10:26	10:27	0:01	0:00	-	-	-	-	-	-	15	-	0
22	SAVI RUCHI BAKERY	10:27	10:33	0:06	0:00	-	-	-	-	-	-	-	-	15
23	BHARAT TRADERS	10:36	10:39	0:03	0:03	6	-	-	-	-	-	-	-	6
24	ANIL PROVISION *	10:55	10:56	0:01	0:16	-	-	-	-	-	-	-	-	0
25	SRI VENKATESHWARA SWEETS&BAKES *	10:57	10:59	0:02	0:01	-	-	-	-	-	-	-	-	0
26	TULSI PROVISION	11:02	11:03	0:01	0:03	-	1	-	-	-	-	-	-	1
27	MADHESHWARA STORE	11:03	11:04	0:01	0:00	-	1	-	-	-	-	-	-	1
28	RANGANATHA STORE	11:05	11:05	0:00	0:01	-	1	-	-	-	-	-	-	1
29	PARVATHI STORE	11:06	11:16	0:10	0:01	6	-	-	-	-	-	-	-	6
30	SRI BYRESHWARA STORE	11:17	11:19	0:02	0:01	2	-	-	-	-	-	-	-	2
31	MANASA STORE	11:19	11:21	0:02	0:00	4	1	-	-	-	-	-	-	5
32	JANAPRIYA HOME NEEDS	11:21	11:24	0:03	0:00	4	1	-	-	-	-	-	-	5
33	KAMAKSHI STORE	11:25	11:30	0:05	0:01	18	3	-	-	-	-	-	-	21
34	SRI RAJARAJESHWARI HOSPITAL CANTINEEN *	11:37	11:38	0:01	0:07	2	-	-	-	-	-	-	-	0
35	POOJA PROVISION STORE	11:39	11:41	0:02	0:01	2	-	-	-	-	-	-	-	2
36	SOMESHREE STORE	11:41	11:44	0:03	0:00	3	1	-	-	-	-	-	-	4
37	TOYOTA KIRLOSKAR **	12:25	12:50	0:25	0:41	-	-	-	-	-	-	-	-	0
38	SANJANA ENTERPRISES	1:20	1:22	0:02	0:30	2	-	-	-	-	-	-	-	2
39	MANJUNATHA SWEETS&CONDIMENTS *	1:23	1:24	0:01	0:01	2	-	-	-	-	-	-	-	0
40	MARUTHI STORE	1:24	1:28	0:04	0:00	2	1	-	-	-	-	-	-	3
41	SRI MANJUNATHA SWEETS	1:30	1:32	0:02	0:02	-	-	-	-	-	-	-	1	1
42	SUNUKHA STORE *	1:35	1:36	0:01	0:03	-	-	-	-	-	-	-	-	0
43	AIRAVATHA HOTEL	1:43	1:54	0:11	0:07	5	-	-	-	-	-	-	-	5
44	SAKTHI HILL RESORT	2:20	2:30	0:10	0:26	4	-	-	-	-	-	-	-	4
	TOTAL			2:45	5:00	132	35	38	15	6	10	15	4 1/2	255.5

Observations

Date: 7-2-08

- The route is very long but the shops are very less
- There is no much potential in this route.

Date: 8-2-08

- In this route Customer's and Consumer's need only low price items. They are not concerned about the quality.

Date: 9-2-08

- The driver gives exchange for bread's even before the expiry date.
- There are lot of college's in this route, which mean's a lot of canteens also, it needs to be concentrated and developed.
- We went and approached to the JSS college canteen, they asked us for samples.

about the driver and the vehicle

Particulars	High	Average	Low
Driver interaction with customer			✓
Vehicle condition		✓	
Vehicle maintenance		✓	

5. CONCLUSION

5.1 Results and Discussions

- Good Bread has a good market share and is found in almost all the retail outlets in Bangalore.
- The performance of the sales and marketing personnel is good and they are found to be skilled enough.
- The quality of products is not very consistent, which is a weakness.
- There is 100% more potential in the market.
- The sales personnel manipulate records and indulge in malpractices very often.

5.2 Considered Recommendations

- If we continue to provide our services in the same way, we forever can enjoy the same market share.
- Providing regular training to the marketing and sales personnel, motivating them every now and then is very important.
- Providing quality consistently is very important. Following international production concepts, up gradation of technology from time to time is very important.
- Taste is what the consumers expect the most from a product, hence measures to maintain taste should be taken.
- Marketing and sales personnel should concentrate to convert non-buyers into buyers.
- An eye always on the moves of Britannia is very important. Developing core competency skills and gaining competitive advantage over Britannia should be aimed at.
- If the management exercise good control, Rs 6, 00,000 can be saved every year which is lost as a result of lack of control, malpractices and fraud.

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