

MARKET RESEARCH AND TIME AND MOTION STUDY  
OF SALES AND MARKETING PERSONNEL OF GOOD  
BREAD LIMITED

By

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A PROJECT REPORT  
Submitted to the

FACULTY OF MANAGEMENT SCIENCES

In partial fulfilment of the requirements  
for the award of the degree

of

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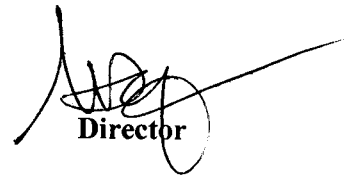
May, 2008

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**BONAFIDE CERTIFICATE**


Certified that this project report titled “Market Research and Time and Motion study of Sales and Marketing Personnel of Good Bread Limited” is the bonafide work of Mr.LAKSHMAN NITHIN.N 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 3/7/2008

  
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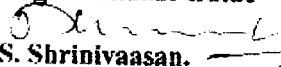
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**PROJECT COMPLETION CERTIFICATE**

This is to certify that Mr. LAKSHMAN NITHIN. N. (Roll No. 06mba22) a student of KCT Business School, Kumaraguru College of Technology, had undergone a Project between 8<sup>th</sup> January 2008 to 12<sup>th</sup> March 2008 titled "MARKET RESEARCH AND TIME AND MOTION STUDY TO SHOW PRODUCTIVITY OF SALES AND MARKETING PERSONNEL."

During the tenure his performance was GOOD.

Name and Designation of  
Organisational Guide

  
S. Shrinivaasan.  
(General Manager & Finance Controller)

Signature of the  
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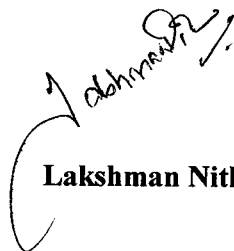
## DECLARATION

I, hereby declare that this project report entitled as “Market Research and Time and Motion study of Sales and Marketing Personnel of Good Bread Limited” has been undertaken for academic purpose submitted to Anna University in partial fulfilment of the requirements for the full semester project of M.B.A. The project report is the record of the original work done by me under the guidance of **Mrs.R.Hemamalini** 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:**

**Place: Coimbatore**

  
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## EXECUTIVE SUMMARY

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 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 and Time and Motion study of Sales and Marketing Personnel of Good Bread Limited" 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 and Time and Motion study of Sales and Marketing personnel of Good Bread Limited" 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.

<sup>1</sup>With 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.

<sup>2</sup>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.

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<sup>1</sup> 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>.

<sup>2</sup> Bread and biscuits account for 82% of Indian bakery industry, Posted On: 2006-06-27, [biscuitplant.com](http://biscuitplant.com).

### <sup>3</sup>Baking 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.

### <sup>4</sup>Bakery 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.

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<sup>3</sup> Baking industry keeps close eye on corn crop, Posted On: 2008-04-11, [biscuitplant.com](http://biscuitplant.com).

<sup>4</sup> Bakery Product Price Increased by 33.3%, Posted On: 2008-02-14, [biscuitplant.com](http://biscuitplant.com).

<sup>5</sup>Growth 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.

<sup>6</sup>The 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

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

<sup>6</sup> 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.

<sup>7</sup> Without 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.

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

<sup>8</sup> 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.

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

<sup>9</sup> 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.

<sup>10</sup> 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.

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

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

<sup>11</sup> 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.

<sup>12</sup> 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.

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<sup>11</sup> Consumer Food Industries, An overview, ACNielsen and ORG-MARG market research.

<sup>12</sup> 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](http://mofpi.nic.in/annualreport/reports/dfp9798/chapter2.htm).



<sup>13</sup>A 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.

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<sup>13</sup> A Food and Beverage News Special, June 10, 2006, f&bnews.com.

<sup>14</sup> 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.

<sup>15</sup> 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

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

<sup>15</sup> 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.

<sup>16</sup>Increased 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.

<sup>17</sup>Indian 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.

<sup>16</sup> 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.

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



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<sup>18</sup>More 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.

<sup>19</sup>Bakery 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.

<sup>20</sup>FMCG 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

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<sup>18</sup> More in the offing from GBL, Wednesday, December 21, 2005, Deccan herald.

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

<sup>20</sup> 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.

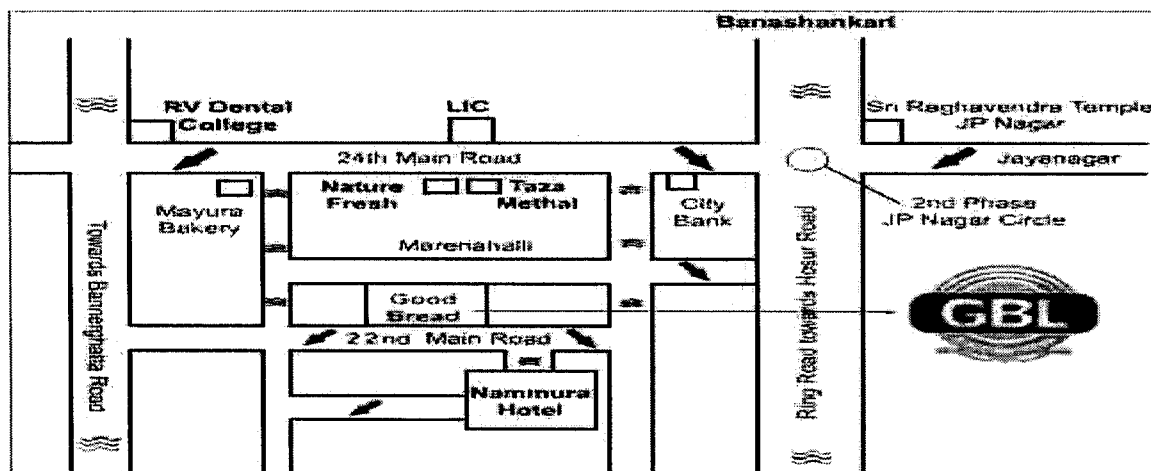
The third chapter discusses about the macro-micro economic analysis which deals with the prevailing economic scenario of the industry.

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	30
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.

- Use of foreign brand name is now freely permitted
- Income Tax exemption for 5 years for new units only in fruits and vegetable processing industry etc.
- Sector specific concessions have been extended to different products of the Food processing Industry which among others include-
  - Exemption for all the milk products but not condensed milk
  - Reduction for biscuits, cakes and pastries to 8%

India's middle class segment will continue to hold the key to success of the processed food market in India. Of the country's total population of one billion, the middle class segment account for about 350-370 million. Though a majority of families in this segment have non-working housewives or cannot afford hired domestic help they prefer to prepare food of their taste in their own kitchens. But the profile of the middle class is changing steadily as hired domestic help is becoming costlier. This is conducive to an expansion in demand for ready to eat Indian-style foods. As about 10% of output is processed and consumed in packaged form, there is huge potential for expansion of the food processing industry.

In view of the tremendous growth potential of this segment many MNCs as well as domestic players have made an aggressive entry in the sector, betting large amounts of money. Companies like Nestle after achieving growth in the key processed food segment are now reaching lower price points to make the products more affordable to a bigger consumer class. With changes in eating habits and the increased affordability of the growing middle-income group of Indian population, the market for branded foods is growing at a healthy 10%-15%.

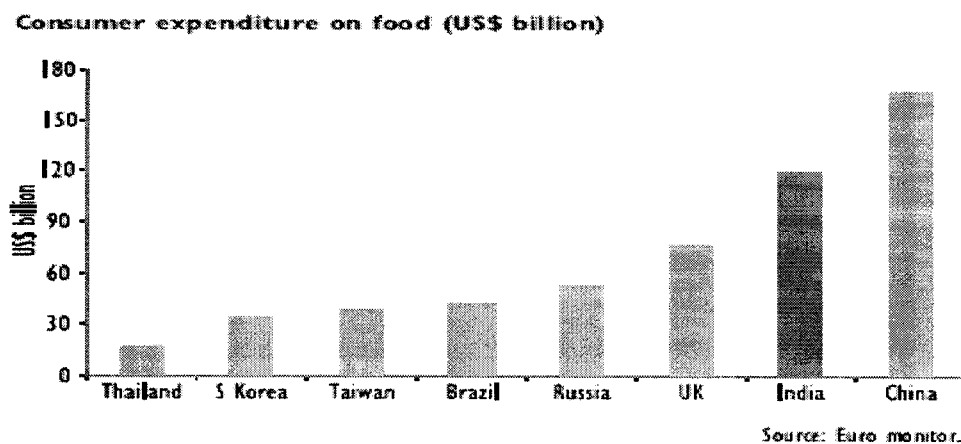
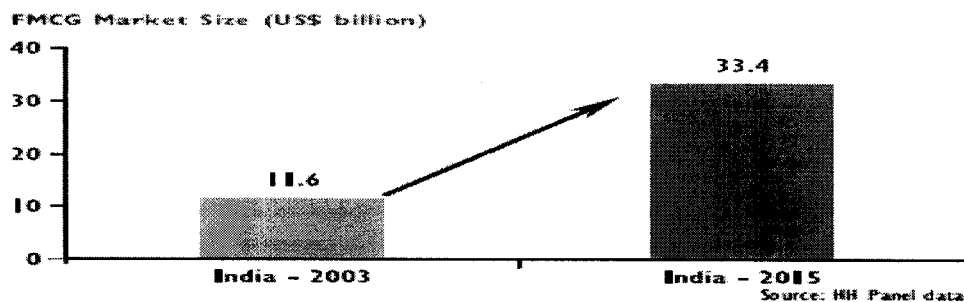
In the basic food segment there is dominance of the regional unorganized sector. This is to some extent due to government policies of the past, wherein, many segments were reserved for the small-scale industry. However, the segments, which are dominated by the unorganized sector, have the potential to grow faster in the years to come. For example, products like 'atta' are already poised for hectic competition between players like HLL, Pillsbury, Conagra and ITC, because of changing lifestyles and preference for brands. Pizza Hut outlets, the MNC food chains are operating in the big cities and expanding their network in cities and small towns with variety of cooked, ready to eat food and drinks. The process of setting up of Food Parks in various key locations of the

country with the involvement of the various state governments and other allied institutions has been initiated.

In addition to all this, the minister of Food Processing Industries has announced the setting up of 500 such parks within the 10th Five year plan across each parliamentary constituency.

The market is seeing players like Heinz, Mars, Marico, Conagra, Pepsi, ITC, Dabur, Britannia, Cadbury, HLL, Pillsbury, Nestle and Amul, Smithkline Beecham, The Surya Food and Agro Private Ltd, MTR Ltd., etc and a host of other regional and local manufacturers offering competition with their established brands on national level. Every player is busy in the race by expanding their product range. HLL has entered the ready to eat segment through Indus Valley rice meals in seven flavours. Satnam Overseas has also entered this growing market with its Kohinoor brands of rice meals and curries. ITC 's more than 50 packaged branded food products under Kitchens of India and Aashirvaad brands with different varieties of ready to eat/ cooked food is gaining popularity in the market. The sector is witnessing large-scale transformation, huge advertisement spending, and focus on improving the distribution network to make strong presence in the Indian market.

The following are some charts illustrating the current scenario of FMCG industry



## Identifying the segments in FMCG

A brief description of the Indian FMCG industry is given in the table below.

### Product wise production (2004)

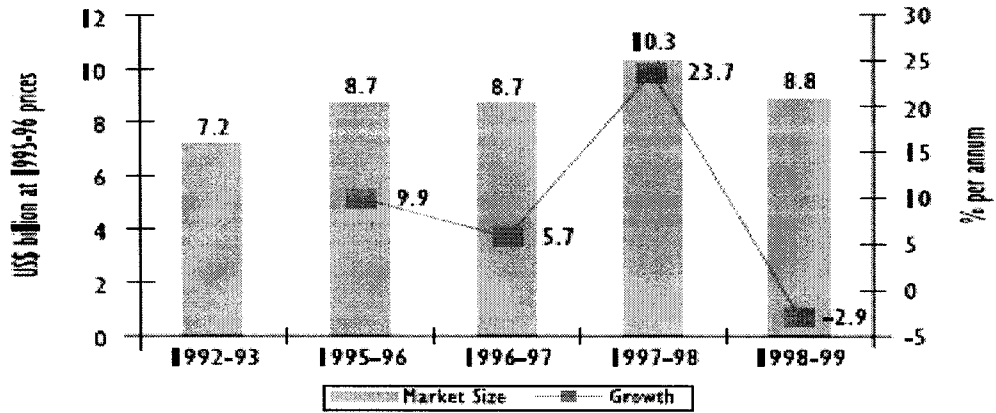
Segment	Unit	Size	Key Players	Share of market leader (%)
Household care				62
Fabric wash market	Mn tonnes	50	HLL, P&G, Nirma, SPIC	38
Laundry soaps/bars	US\$ mn	1102		
Detergent cakes	Mn tonnes	15		
Washing powder	Mn tonnes	26		
Dish wash	US\$ mn	93	HLL	59
Personal care				58
Soap & Toiletries	Mn tonnes	60	HLL, Nirma, Godrej	
Personal wash market	US\$ mn	989	HLL, Nirma, Godrej	
Oral care	US\$ mn	537	Colgate Palmolive, HLL	40
Skin care & cosmetics	US\$ mn	274	HLL, Dabur, P&G	58
Hair care	US\$ mn	831	Marico, HLL, Cavinkare, Procter & Gamble, Dabur, Godrej	54
Feminine hygiene	US\$ mn	44	Procter & Gamble, Johnson and Johnson	
Food and Beverages				
Bakery products	Mn tonnes	30	Britannia, Parle, ITC	
Tea	000 tonnes	870	HLL, Tata Tea	31
Coffee	000 tonnes	20	Nestle, HLL, Tata Tea	49*
Mineral water	Mn crates	65	Parle Bisleri, Parle Agro, Coca Cola, Pepsi	
Soft Drink	Mn crates	284	Coca Cola, Pepsi	
Branded atta	000 tonnes	750	Pillsbury, HLL, Agro Tech, Nature Fresh, ITC	15
Health beverages	000 tonnes	120	SmithKline Beecham, Cadbury, Nestle, Amul	
Milk and Dairy products	US\$ mn	653	Amul, Britannia, Nestle	
Chocolates	US\$ mn	174	Cadbury's, Nestle	
Culinary products	US\$ mn	326	HLL, Nestle	78
Edible oil	Mn tonnes	13	Ruchi Soya, Marico, ITC Agrotech	28

Note: \*R&G

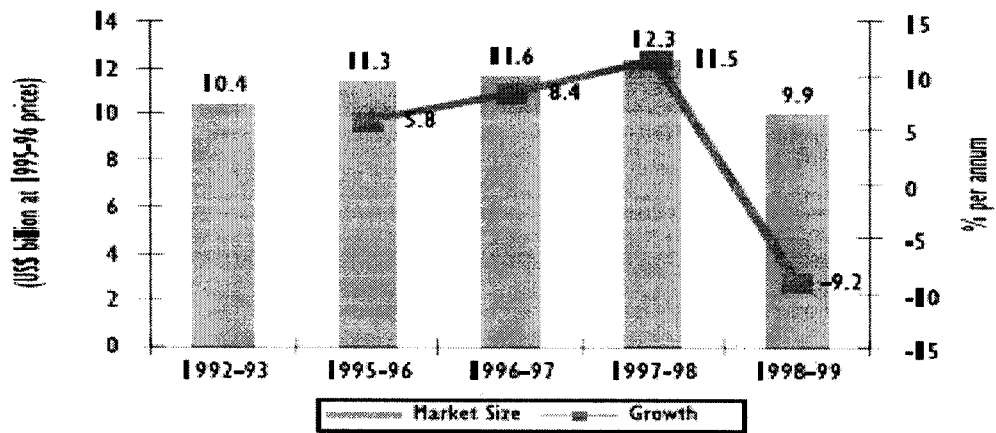
Source: ORG Marg, AC Nielsen, FICCI, India Stat and HLL

## The rural urban break-up

### Indian FMCG market - urban

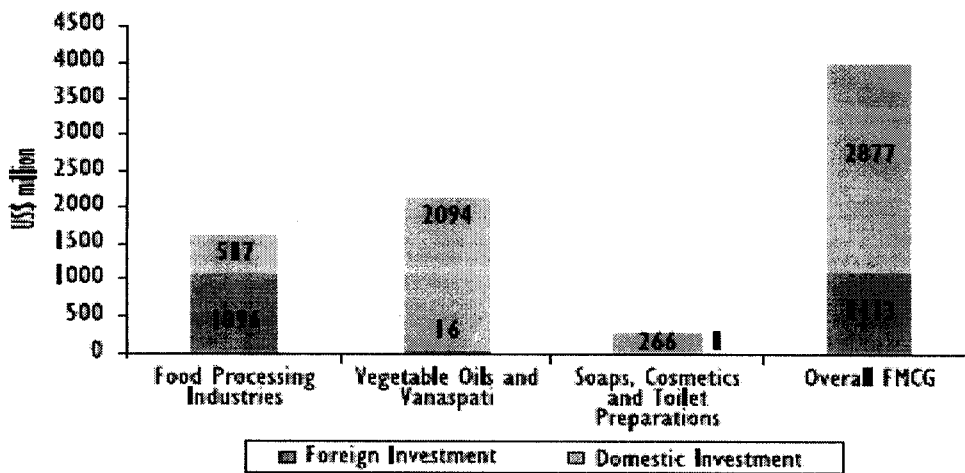


### Indian FMCG market - rural



Source: Indian Market Demographic Report, NCAER.

### Investments in the FMCG sector (August 1991-April 2004)



Source: SIA Newsletter, DIPP.

# 4. DATA ANALYSIS & INTERPRETATION

**4.1 Tables showing Route 1 details for 14-2, 15-2, 16-2-08 respectively.**

PARTICULARS OF THE SHDP		INFORMATION ON TIME										PRODUCT SOLD, QUANTITY SOLD																	
		S.No	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	EGGP	VEGG	SAMOSA	KUSH	PASAN	ACAKE	P.BUN	C.BUN	T.BUN	5 B	12 B	15 B	200 M	300 M	400 M	400 R	800 R	150 RU	KG.RU	B.TOAST	TOTAL
1	PARK VIEW	HOTEL	6:55	6:57	0:02	0:04	-	-	-	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15
2	JYOTHI	CONDIMENTS	7:02	7:08	0:06	0:01	20	-	-	-	-	-	10	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	43
3	ANUGRAHA	PROVISIONS	7:10	7:18	0:08	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	2	-	-	-	-	-	10
4	ALMIDA	BAKES & JUICE	7:28	7:29	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	5
5	MUSAVIR	BAKERY	7:30	7:39	0:09	0:01	-	-	-	-	-	-	10	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	18
6	TEA SAGAR	TEA	7:40	7:43	0:03	0:01	-	-	-	-	-	-	-	-	10	-	-	-	-	3	-	-	-	-	-	-	-	-	15
7	INOOR	PROVISIONS	7:47	7:55	0:08	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	2	-	-	2	-	-	9
8	LUOS	PROVISIONS	8:10	8:13	0:03	0:03	25	5	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34
9	LUOS	PROVISIONS	8:14	8:15	0:01	0:01	25	5	5	1	2	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45
10	SRI DEVI	CONDIMENTS	8:20	8:24	0:04	0:05	20	5	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	5	33	
11	ADITYA	CONDIMENTS	8:25	8:28	0:03	0:01	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	17
12	SRI MANJUNATHA	SWEETS& CONDIMENTS	8:29	8:31	0:02	0:01	10	5	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21
13	IVANDINI	MILK/PARLOUR	8:32	8:33	0:01	0:01	10	5	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17
14	SRI NIDHI	BAKERY	8:39	8:39	0:00	0:01	8	3	-	-	-	2	-	-	-	-	-	-	-	-	-	3	5	-	-	-	-	-	14
15	SV	PROVISIONS	8:44	8:46	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	13
16	CPK	PROVISIONS	8:46	8:46	0:00	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	4
17	BAWANI	BAKERY	8:56	8:58	0:02	0:08	20	-	-	-	-	-	-	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	32
18	LUOS	PROVISIONS	9:00	9:03	0:03	0:02	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11
19	VANDANA	BAKRY	9:08	9:10	0:02	0:05	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16
20	INAGSHREE	SWEETS& CONDIMENTS	9:12	9:15	0:03	0:02	15	5	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	22
21	SRI BRAHMA	CONDIMENTS	9:34	9:37	0:03	0:12	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10
22	SRI OM SHAKTHI	PROVISIONS	9:40	9:45	0:05	0:03	20	5	5	-	2	-	-	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	40
23	F BAKES	BAKERY	10:05	10:10	0:05	0:20	10	5	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25
24	ALBAGH	PROVISIONS	10:20	10:21	0:01	0:10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4
25	RAJHEL	PROVISIONS	10:30	10:31	0:01	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	6
26	AJANTHA	PROVISIONS	10:36	10:37	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	4
27	PRASANNA	PROVISIONS	10:45	10:46	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	-	-	-	-	-	104
28	WOODY'S	HOTEL	11:32	11:38	0:06	0:02	-	-	-	-	-	14	-	-	10	70	-	-	-	-	-	-	-	20	-	-	-	-	20
29	PRATHIBA	CANTEEN	11:41	11:45	0:04	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6
30	SONATA	CANTEEN	11:50	11:55	0:05	0:05	-	12	10	-	-	-	-	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	32
31	SATTAR	PROVISIONS	12:09	12:10	0:01	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	-	-	-	-	-	-	6
32	LANGFORD	PROVISIONS	12:14	12:16	0:02	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7
33	RUNWAY	PROVISIONS	12:38	12:40	0:02	0:21	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8
34	BLORE AGRI	FRUITS	12:50	12:51	0:01	0:10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7
35	LUOS	PROVISIONS	12:57	12:59	0:02	0:04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	4
36	LUOS	PROVISIONS	1:05	1:15	0:10	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	9
37	SARNA	PROVISIONS	1:16	1:18	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	5
38	SRI RAM	CHIPS	1:25	1:27	0:02	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13
39	LUOS	PROVISIONS	1:31	1:31	0:00	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12
40	AVM	CONDIMENTS	1:53	1:55	0:02	0:16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	7
41	MAVURA	BAKERY	2:15	2:17	0:02	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5
<b>TOTAL</b>					<b>2:01</b>		<b>2:45</b>	<b>228</b>	<b>60</b>	<b>45</b>	<b>6</b>	<b>26</b>	<b>20</b>	<b>15</b>	<b>115</b>	<b>28</b>	<b>5</b>	<b>15</b>	<b>12</b>	<b>33</b>	<b>12</b>	<b>31</b>	<b>34</b>	<b>20</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>713</b>	

DRIVER: I  
 STARTING TIME: 6:29 AM  
 ENDING TIME: 3:10 PM  
 ROUTE: I  
 DATE: 14-2



DRIVER:1  
ROUTE:1

STARTING TIME: 6:35 AM  
ENDING TIME : 3:00 PM

DATE: 15-2

PARTICULARS OF THE SHOP		INFORMATION ON TIME				PRODUCT SOLD, QUANTITY SOLD																						
S.No	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	EGG.P	VEG.P	SAMOSA	KUSHI	PASANI	A.CAKE	PIZZA	BURGER	P.BUN	C.BUN	T.BUN	5.B	12.B	15.B	200.M	300.M	400.M	400.P	800.R	AROKYA	KG.RU	TOTAL
1	MOBILITY INDIA	CANTEEN	6:42	6:44	0:02	0:07	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	-	-	-	-	10
2	PARK VIEW	HOTEL	6:56	6:59	0:03	0:04	-	2	15	-	3	-	-	-	-	-	4	-	-	-	-	-	1	-	-	-	-	28
3	JYOTHI	CONDIMENTS	7:07	7:12	0:05	0:01	15	-	-	1	-	-	-	-	-	-	-	-	1	3	-	-	3	-	-	-	-	23
4	ANUGRAHA	PROVISIONS	7:15	7:20	0:05	0:03	-	-	-	-	-	-	-	-	-	-	10	-	-	-	4	-	-	-	-	-	-	14
5	ALMINA	BAKES & JUICE	7:29	7:31	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	6
6	MUSAVIR	BAKERY	7:32	7:40	0:08	0:01	-	-	-	-	-	10	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	14
7	TEA SAGAR	TEA	7:42	7:44	0:02	0:02	-	-	-	1	1	-	-	-	-	-	10	-	1	3	3	-	-	-	-	-	-	19
8	KWF	PROVISIONS	8:01	8:03	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	6	-	-	-	-	-	8
9	UOS	PROVISIONS	8:05	8:08	0:03	0:02	25	5	-	1	1	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	36
10	UOS	PROVISIONS	8:09	8:13	0:04	0:01	25	5	5	2	-	-	-	-	-	5	-	3	-	-	-	2	-	-	-	-	-	47
11	SRI DEVI	CONDIMENTS	8:15	8:18	0:03	0:02	20	5	-	-	-	-	-	-	-	-	-	-	2	5	-	-	-	-	-	-	-	32
12	UOS	PROVISIONS	8:19	8:22	0:03	0:01	15	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	21
13	SRI MANDUNATHA	SWEETS& CONDIMENTS	8:25	8:28	0:03	0:03	10	5	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	17
14	MANDINI	MILK PARLOUR	8:29	8:30	0:01	0:01	10	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15
15	SRI NIDHI	BAKERY	8:35	8:36	0:01	0:00	10	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	13
16	SV	PROVISIONS	8:38	8:42	0:04	0:02	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-	-	-	-	6
17	SRI DURGA	CONDIMENTS	8:43	8:45	0:02	0:01	10	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15
18	BAWANI	BAKERY	8:47	8:48	0:01	0:02	20	-	-	1	2	5	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	30
19	MANDINI	CONDIMENTS	8:48	8:49	0:01	0:00	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10
20	VANDANA	BAKRY	8:50	8:55	0:05	0:01	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15
21	NAGAFREE	SWEETS& CONDIMENTS	8:58	9:00	0:02	0:03	10	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15
22	SRI BRAHMA	CONDIMENTS	9:06	9:07	0:01	0:05	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10
23	SRI OM SHAKTHI	PROVISIONS	9:08	9:14	0:06	0:01	20	5	5	-	2	5	-	-	-	-	-	1	-	-	-	-	2	-	-	-	-	40
24	F BAKES	BAKERY	9:14	9:16	0:02	0:00	12	5	5	-	2	-	-	-	-	-	-	-	-	-	3	3	3	-	-	-	-	33
25	SS	PROVISIONS	9:31	9:31	0:00	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	-	-	-	-	-	7
26	BENAYA	PROVISIONS	9:59	10:00	0:01	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	8
27	PRASANNA	PROVISIONS	10:08	10:15	0:07	0:00	-	-	-	-	10	-	-	-	-	-	10	80	-	-	-	-	-	3	2	-	-	103
28	H.RUDRAPPA & SONS	CANTEEN	10:34	10:39	0:05	0:19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15
29	WOODY'S	HOTEL	10:43	10:50	0:07	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	-	-	-	-	-	-	6
30	PRATHIBA	CANTEEN	10:55	10:59	0:04	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7
31	SATTAR	PROVISIONS	11:16	11:17	0:01	0:04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	6	-	-	-	-	7
32	LANGFORD	PROVISIONS	11:22	11:24	0:02	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-	-	6
33	ANANDA	PROVISIONS	11:25	11:25	0:00	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	3	-	-	-	-	-	15
34	RUNWAY	PROVISIONS	11:42	11:45	0:03	0:17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	3	-	-	-	-	-	7
35	RR	PROVISIONS	11:51	11:55	0:04	0:06	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	2	-	-	-	-	5
36	UOS	PROVISIONS	11:56	11:57	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	5
37	ANU	PROVISIONS	12:15	12:15	0:00	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	6
38	UMA MAHESHWARI	PROVISIONS	12:32	12:35	0:03	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	1	1	-	-	-	13
39	MANDINI	MILK PARLOUR	12:43	12:44	0:01	0:06	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	3	-	-	-	-	8
40	BIG BAZAAR	DEPT STORES	1:17	1:40	0:23	0:02	-	-	-	-	3	2	5	2	20	90	36	5	9	15	54	22	38	23	20	-	-	10
TOTAL					2:13	1:59	232	55	30	7	25	20	3	2	20	90	36	5	9	15	54	22	38	23	20	-	-	3



The above table shows

1. The driver spends 2 to 3 hours in transit, 2 to 3 hours in the retail outlets.
2. The driver covers 41 shops on an average every day.
3. The driver sells around 714 items on average every day.

Observations

About the market

1. Very promising market. Though the number of kilometers to cover is less than 40, the number of outlets is more.
2. Bread eating people are many.
3. There is equal demand for all the products.
4. Shops are in equal intervals, so not much time is wasted.
5. This route has the highest demand for bakery items.
6. Daddy's, Nilgiris, Milkma, Modern, Beekay's and SPV are very strong competitors, out of which Daddy's has very good packing.
7. Though the competition is high, our products are more prominent and preferred by all retailers.

About the driver

1. He is quick.
2. He leaves very early but at the same time, finishes early also.
3. He is very fast and that is why he is able to cover many shops.
4. He is very active.
5. He spends very little time in each shop.
6. The interest in the well being of the shopkeeper is rarely seen and he is bothered only about his sales.
7. He is a little aggressive by nature and not very congenial.

### About the vehicle

1. The vehicle is new and in good condition but for battery problem and starting trouble.

### Daily observations

Date: 14-2-08

1. A shopkeeper complained that we supply him with a mix of old and new cream buns in a single packet.
2. The look of egg puffs, by the time it reaches the shop goes away due to a lot of handling at different places.
3. As the demand for egg puffs was not the same as expected, the driver sold them at lower rates later in the day.

Date: 15-2-08

1. The retail outlets are more in number but corporate customers are very few. This needs to be expanded.

Date: 16-2-08

1. The sale of egg puff was gradually decreasing. When asked for a reason, the shopkeeper said that it was because people are not buying it because of the threat of bird flu.
2. A bread packet was torn, for which the shopkeeper asked for exchange, but the driver refused as it looked like it was deliberately done.

4.2 Tables showing Route 2 details for 7-2, 8-2, 9-2-08 respectively

DATE: 07-2

STARTING TIME: 7:10 AM  
ENDING TIME: 4:00 PM

DRIVER: II  
ROUTE: II

S.No	PARTICULARS OF THE SHIP		INFORMATION ON TIME										PRODUCT SOLD, QUANTITY SOLD																			
	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	EGEP	WEGP	CAROLL	Y.ROLL	SAMOSIA	KUSHI	PASAN	SALT	P.BUN	T.BUN	C.BUN	BABY B	5 B	10 B	12 B	15 B	200 M	300 M	400 M	400 R	800 R	150 RU	KG-RU	CSB	TOTAL	
1	GAMBIRATHY	PROVISIONS	7:25	7:53	0:28	0:15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	
2	SRI VINAYAKA	JUICE & CONDIMENTS	7:33	7:55	0:22	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	2	-	-	-	-	3	
3	ANNADANNA	CAFE	7:37	7:39	0:02	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	3	
4	RATHNA	PROVISIONS	7:44	7:47	0:03	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	
5	SRI KARTHIK	PROVISIONS	7:53	7:55	0:02	0:06	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	2	-	-	4	2	-	-	-	14	
6	SRI MANJUNATHA	JUICE & CONDIMENTS	7:58	8:05	0:07	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	6	
7	SHIVA	DEPT STORES	8:07	8:10	0:03	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	4	
8	DIIVA	CONDIMENTS	8:25	8:25	0:00	0:12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	
9	UOS	PROVISIONS	8:27	8:29	0:02	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	-	-	-	-	-	-	-	-	1	
10	SRI MAHAYESHWARA	CONDIMENTS	8:33	8:35	0:02	0:04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	-	-	-	-	-	-	-	-	18	
11	DHANALAKSHMI	PROVISIONS	8:41	8:43	0:02	0:06	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	2	-	-	-	-	5	
12	NEW SHANTHI SAGAR	HOTEL	9:16	9:18	0:02	0:06	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
13	CHITRAKUT	FAST FOOD	9:21	9:24	0:03	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
14	SRI YASAVI	PROVISIONS	9:27	9:29	0:02	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	3	
15	MANOHINI	MILK PARLOUR	9:32	9:35	0:03	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	5	
16	MADHUJ	HOTEL	9:39	9:40	0:01	0:04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	4	
17	UOS	PROVISIONS	9:49	9:49	0:00	0:09	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	
18	BAJUS	CAFE	9:50	9:51	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	
19	SHINU	PROVISIONS	9:54	9:58	0:04	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
20	DHANALAKSHMI	PROVISIONS	10:01	10:01	0:00	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	
21	BENAKA	SWEETS & CONDIMENTS	10:02	10:03	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	3	
22	SV	CONDIMENTS & SWEETS	10:12	10:14	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	2	
23	UOS	PROVISIONS	10:15	10:17	0:02	0:04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	4	
24	LP	PROVISIONS	10:18	10:20	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	2	
25	UOS	PROVISIONS	10:21	10:23	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	
26	UOS	PROVISIONS	10:24	10:26	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5
27	VJAY	PROVISIONS	10:27	10:29	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	4	
28	UOS	PROVISIONS	10:37	10:39	0:02	0:08	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	
29	ARAVINDA	CAFE	10:42	10:42	0:00	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	
30	SRI JAGADISHWARA	PROVISIONS	10:43	10:45	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	
31	UOS	PROVISIONS	10:50	10:51	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	
32	UOS	PROVISIONS	10:53	10:55	0:02	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	
33	SRI SUBRAMANYESHWARA	PROVISIONS	11:00	11:05	0:05	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	
34	UOS	PROVISIONS	11:10	11:14	0:04	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	
35	UOS	PROVISIONS	11:17	11:19	0:02	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	
36	AMBKA	PROVISIONS	11:29	11:32	0:03	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	
37	SRI PARAMUTHI EXCEL	PROVISIONS	11:39	11:42	0:03	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	
38	POOJA	PROVISIONS	11:44	11:46	0:02	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	
39	MANVA	BAKERY & CONDIMENTS	11:46	11:47	0:01	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	
40	UOS	PROVISIONS	11:48	11:53	0:05	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	
41	SHAKTHI	PROVISIONS	11:54	12:03	0:09	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	
42	SRI SIDDHARA	PROVISIONS	12:17	12:23	0:06	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	
43	SHOPRIE	SUPER MARKET	12:28	12:42	0:14	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	
44	SAHANIA	PROVISIONS	12:45	12:47	0:02	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	
45	5 KJPMAR	PROVISIONS	1:02	1:05	0:03	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	
46	UOS	PROVISIONS	1:06	1:08	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
47	UOS	PROVISIONS	1:20	1:22	0:02	0:12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	
48	UOS	PROVISIONS	1:28	1:32	0:04	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	
49	UOS	PROVISIONS	1:38	1:42	0:04	0:06	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	
50	UOS	PROVISIONS	1:43	1:46	0:03	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	
51	PP	PROVISIONS	1:47	1:49	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	
52	CHITRAKUT	PROVISIONS	1:52	1:55	0:03	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
53	UOS	PROVISIONS	2:30	2:37	0:07	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	
54	SREENIVASA	PROVISIONS	2:38	2:42	0:04	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	
55	MANJARA	CONDIMENTS	2:45	2:48	0:03	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	
56	UOS	PROVISIONS	3:15	3:20	0:05	0:17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	
<b>TOTAL</b>					<b>3:26</b>	<b>4:19</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>36</b>	<b>7</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>14</b>	<b>46</b>	<b>14</b>	<b>59</b>	<b>54</b>	<b>8</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>268</b>

DRIVER: II  
 ROUTE: II  
 STARTING TIME: 6:45 AM  
 ENDING TIME: 4:45 PM

S.No	PARTICULARS OF THE SHOP		INFORMATION ON TIME										TOTAL													
	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	P.BUN	C.BUN	T.BUN	BABY B	5 B	10 B		12 B	15 B	200 M	300 M	400 M	400 R	800 R	AROKYA	150 RU	500 RU	KG.RU	GSB	B.TOAST
1	SRI VINAYAKA	JUICE & CONDIMENTS	7:11	7:13	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	4
2	ANNADANNA	CAFE	7:15	7:17	0:02	0:02	-	-	-	-	-	-	-	-	4	-	-	2	-	-	-	-	-	-	-	4
3	SRI KARTHIC	PROVISIONS	7:36	7:38	0:02	0:11	-	-	4	-	-	-	-	-	-	-	8	2	-	-	-	-	-	-	-	14
4	SRI MANJUNATHA	JUICE	7:39	7:46	0:07	0:01	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	2
5	SLV	PROVISIONS	8:15	8:16	0:01	0:01	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1
6	DHANALAKSHMI	PROVISIONS	8:17	8:18	0:01	0:01	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	4
7	UOS	PROVISIONS	8:45	8:48	0:03	0:23	-	-	6	-	-	-	-	-	-	3	2	2	-	-	1	-	-	-	-	12
8	NEW SHANTHI SAGAR	HOTEL	8:52	8:59	0:07	0:04	-	-	-	-	-	-	-	-	-	-	-	8	-	-	-	-	-	-	-	8
9	CHITRAKUT	FAST FOOD	9:01	9:04	0:03	0:02	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2
10	SRI VASAVI	PROVISIONS	9:06	9:07	0:01	0:02	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1
11	MANDHINI	MILK PARLOUR	9:09	9:13	0:04	0:02	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-	3
12	PAP	PROVISIONS	9:17	9:19	0:02	0:02	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-	-	-	-	-	4
13	UOS	PROVISIONS	9:19	9:21	0:02	0:00	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	2
14	SHIVU	PROVISIONS	9:24	9:25	0:01	0:01	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
15	DHANALAKSHMI	PROVISIONS	9:27	9:29	0:02	0:02	-	-	-	-	-	-	-	-	2	3	-	-	-	-	-	-	-	-	-	5
16	SRI NIVASA	PROVISIONS	9:32	9:34	0:02	0:03	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	3
17	BENAKA	SWEETS & CONDIMENTS	9:36	9:38	0:02	0:02	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	6
18	UOS	PROVISIONS	9:40	9:42	0:02	0:02	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	2
19	SLV	CONDIMENTS & CHATS	9:44	9:46	0:02	0:02	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2
20	UOS	PROVISIONS	10:20	10:23	0:03	0:25	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	3
21	VJAY	PROVISIONS	10:27	10:29	0:02	0:01	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1
22	SLV	JUICE & CONDIMENTS	10:32	10:33	0:01	0:01	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2
23	ARAVINDA	CAFE	10:37	10:40	0:03	0:02	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	4
24	SRI NIVASA	PROVISIONS	10:43	10:45	0:02	0:01	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	6
25	SRI SUBRAMANYESHWARA	PROVISIONS	10:48	10:51	0:03	0:03	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-	2	-	-	-	7
26	SRI VAIBHAV	PROVISIONS	10:52	11:05	0:13	0:01	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2
27	SHANKER	DEPT STORES	11:13	11:16	0:03	0:04	-	-	2	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	5
28	SRI SHAKTHI	PROVISIONS	11:24	11:33	0:09	0:02	-	-	3	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	10
29	UOS	PROVISIONS	11:34	11:37	0:03	0:01	-	-	-	1	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	4
30	POOJA	PROVISIONS	11:39	11:42	0:03	0:02	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	6
31	MAHYA	PROVISIONS	11:43	11:45	0:02	0:01	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	2
32	AMBIKA	BAKERY & CONDIMENTS	12:00	12:03	0:03	0:15	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	4
33	SREE VASAVI EXCEL	PROVISIONS	12:06	12:11	0:05	0:03	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	4
34	ALMINA	PROVISIONS	12:16	12:23	0:07	0:00	-	-	-	-	-	-	-	3	4	6	-	-	-	-	-	-	-	-	-	13
35	RANGANATHA SWAMI	PROVISIONS	12:25	12:26	0:01	0:02	-	-	-	-	-	-	-	2	4	-	-	-	-	-	-	-	-	-	-	6
36	ALANKAR	PROVISIONS	12:32	12:33	0:01	0:06	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	3
37	SRI RENUKAMBA	PROVISIONS	12:34	12:38	0:04	0:01	-	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	4
38	SRI CHANDRA MOULI	PROVISIONS	12:54	1:01	0:07	0:00	-	-	-	1	-	-	-	-	2	0	3	3	-	-	1	-	-	-	-	10
39	S KUMAR	PROVISIONS	1:01	1:05	0:04	0:00	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	-	3
40	SRI SRIDHARA	PROVISIONS	1:08	1:12	0:04	0:00	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2
41	GREENS HIT	PROVISIONS	1:31	1:35	0:04	0:19	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	6
42	CHAKRADHANA	PROVISIONS	1:40	1:42	0:02	0:05	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	4
43	UOS	PROVISIONS	1:44	1:47	0:03	0:02	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-	-	-	-	-	8
44	SRI BYRESHWARA	PROVISIONS	1:53	1:55	0:02	0:01	-	-	-	2	-	-	-	-	3	1	-	-	-	-	-	-	-	-	-	9
45	UOS	PROVISIONS	2:00	2:02	0:02	0:05	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	3
46	MAHAGANAPATHY	PROVISIONS	2:16	2:18	0:02	0:06	-	-	7	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	10
47	UOS	PROVISIONS	2:45	2:46	0:01	0:27	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	4
48	SRI RAGAVENDRA	SWEETS	2:48	2:51	0:03	0:02	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	4
49	UOS	PROVISIONS	2:57	3:03	0:06	0:06	-	-	3	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	4
50	SRI LAKSHMI VENKATESHWARA	PROVISIONS	3:04	3:05	0:01	0:01	-	-	-	-	-	-	-	-	-	2	6	-	-	-	-	-	-	-	-	4
51	MAYURA	CONDIMENTS	3:23	3:26	0:03	0:17	-	-	-	-	-	-	-	1	-	7	2	-	-	-	-	-	-	-	-	10
52	SRI BHIRAVESHWARA	CONDIMENTS	3:43	3:45	0:02	0:17	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	4
53	VINAYAKA	TEA	3:50	3:53	0:03	0:05	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	4
54	UOS	PROVISIONS	4:10	4:12	0:02	0:17	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	4
	<b>TOTAL</b>				<b>2:47</b>	<b>4:25</b>	<b>8</b>	<b>0</b>	<b>25</b>	<b>1</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>16</b>	<b>32</b>	<b>11</b>	<b>94</b>	<b>53</b>	<b>10</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>265</b>

DATE: 9-2

STARTING TIME: 6:45 AM  
ENDING TIME : 4:15 PM

DRIVER: II  
ROUTE: II

S.No	PARTICULARS OF THE SHOP		INFORMATION ON TIME										PRODUCT SOLD, QUANTITY SOLD											
	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	EGGP. TIME	VEG.P. TIME	KUSHI PASAN	1.BUN	P.BUN	C.BUN	T.BUN	BABY B	15 B	200 M	300 M	400 M	400 R	800 R	AROKYA	150 RU	KG.RU	TOTAL
1	GANAPATHY	PROVISIONS	7:05	7:20	0:15	0:20	5	5	1	1	-	-	-	-	1	2	-	2	-	-	-	-	-	17
2	SRI VINAYAKA	JUICE & CONDIMENTS	7:25	7:25	0:04	0:01	-	-	-	-	-	-	-	-	-	-	-	4	2	-	-	-	-	6
3	ANNADANNA	CAFE	7:26	7:29	0:03	0:01	-	-	-	-	-	-	-	-	1	-	-	2	-	-	-	-	-	3
4	SRI KARTHIK	PROVISIONS	7:47	7:52	0:05	0:07	-	-	-	-	-	-	4	-	-	-	8	2	-	-	-	-	-	16
5	SRI MANJUNATHA	JUICE & CONDIMENTS	7:53	7:56	0:03	0:01	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	4
6	SRI MAHAJESHWARA	PROVISIONS	8:23	8:30	0:07	0:27	-	-	-	-	-	-	4	-	-	-	4	-	-	-	-	-	-	8
7	SUJMA	PROVISIONS	8:35	8:37	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2
8	UOS	PROVISIONS	8:59	9:05	0:06	0:22	-	-	-	-	-	-	-	-	-	-	4	4	-	-	1	-	-	9
9	DIWA	CONDIMENTS	9:10	9:15	0:05	0:05	-	-	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	7
10	PLATONIC	SCHOOL	9:28	10:05	0:37	0:13	-	-	-	-	-	-	6	-	-	-	1	-	-	-	1	-	-	8
11	MANDHINI	MILK PARLOUR	10:14	10:19	0:05	0:09	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	4
12	NEW SHANTHI SAGAR	HOTEL	10:20	10:23	0:03	0:01	-	-	-	-	-	-	-	-	-	-	-	-	12	-	-	-	-	12
13	IMK AHMED	SUPER MARKET	10:31	10:41	0:10	0:04	-	-	-	-	-	-	-	3	-	-	4	4	2	-	-	6	-	19
14	SRI VASAVI	PROVISIONS	10:42	10:45	0:03	0:01	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	4
15	DHANALAKSHMI	PROVISIONS	10:58	10:59	0:01	0:02	-	-	-	-	-	-	1	-	-	-	2	2	-	-	-	-	-	7
16	BEWAKA	SWEETS & CONDIMENTS	11:02	11:08	0:06	0:03	-	-	-	-	-	-	-	-	-	1	3	4	-	-	-	-	-	8
17	SLV	CONDIMENTS & CHATS	11:10	11:12	0:02	0:02	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	2
18	VLJAY	PROVISIONS	11:26	11:28	0:02	0:06	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	4
19	UOS	PROVISIONS	11:30	11:33	0:03	0:01	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	4
20	ARAVINDA	CAFE	11:35	11:37	0:02	0:02	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	4
21	MEGHA	PROVISIONS	11:39	11:41	0:02	0:00	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	4
22	UOS	PROVISIONS	11:42	11:43	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4
23	SRINIVASA	PROVISIONS	11:43	11:45	0:02	0:00	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	5
24	SRI SUBRAMANYESHWARA	PROVISIONS	11:50	11:56	0:06	0:05	-	-	-	-	-	-	-	-	-	-	3	4	-	-	-	-	-	9
25	UOS	PROVISIONS	12:00	12:05	0:05	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5
26	SRI MARUTHI EXCEL	PROVISIONS	12:20	12:25	0:05	0:15	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-	10
27	POOJA	PROVISIONS	12:33	12:36	0:03	0:08	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	6
28	UOS	PROVISIONS	12:46	12:48	0:02	0:01	-	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	4
29	SHAKTHI	PROVISIONS	12:49	12:57	0:08	0:01	-	-	-	-	-	-	3	1	-	-	-	-	2	-	-	-	-	6
30	BAKELAND	BAKERY & SWEETS	1:11	1:13	0:02	0:00	5	5	-	5	5	-	-	-	-	-	-	-	-	-	-	-	-	22
31	SRI CHANDRA MOULI	PROVISIONS	1:13	1:17	0:04	0:00	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	6
32	SRI SRIDHARA	PROVISIONS	1:19	1:23	0:04	0:00	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-	6
33	SPOORITE	SUPER MARKET	1:26	1:40	0:14	0:03	-	-	-	-	-	-	-	-	-	-	4	-	4	-	-	5	-	13
34	UOS	PROVISIONS	1:56	2:05	0:09	0:01	-	-	-	-	-	-	-	-	-	-	2	4	-	-	-	-	-	16
35	UOS	PROVISIONS	2:16	2:18	0:02	0:11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8
36	UOS	PROVISIONS	2:22	2:25	0:03	0:04	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	4
37	UOS	PROVISIONS	2:25	2:26	0:01	0:00	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	4
38	PP	PROVISIONS	2:27	2:30	0:03	0:01	-	-	-	-	-	-	-	-	-	-	3	-	3	-	-	-	-	8
39	MAHAGANAPATHY	PROVISIONS	2:32	2:34	0:02	0:02	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-	8
40	UOS	PROVISIONS	3:17	3:20	0:03	0:43	-	-	-	-	-	-	2	-	-	-	-	4	4	-	-	-	-	10
41	MAVURA	CONDIMENTS	3:28	3:31	0:03	0:01	-	-	-	-	-	-	-	-	-	-	-	4	3	-	-	-	-	7
	TOTAL				3:28	3:49	10	10	3	4	5	5	0	17	14	8	12	35	11	96	55	15	2	311

The above table shows

1. The driver spends 2½ to 4½ hours in transit, 2½ to 4½ hours in the retail outlets.
2. The driver covers 50 shops on an average every day.
3. The driver sells around 218 items on average every day.

Observations

About the market

1. Though the number of shops is more, sales are very low.
2. The people as well as the retailers of the market have high bargaining powers.
3. The people are price-conscious and have very poor bread- eating habits.
4. The competitors are Modern Bread, Bharat, Beekay's and Britannia.

About the driver

1. He is reserved.
2. He is very calm.
3. He is very slow.
4. He is not very congenial.

About the vehicle

1. It is in good condition.



Daily observation

Date: 7-2-08

1. The surface of the bread had white spots on it.
2. We have a competitive edge over our competitors because we reach the market much earlier than the rest do, ensuring more sales.
3. Our competitors do not visit the market every day whereas we do. This is also one of the reasons why retailers prefer Good Bread.

Date: 8-2-08

1. A loaf of bread manufactured on 22-1-08 was found in the vehicle. The driver took it for sales, but noticed it on the way and brought it back.
2. The edges of buns in twin bun packet were cut so badly that it looked as if it was bitten by a rat.
3. Beekay's bread is a new entrant in the market but the prominence is not high. They sell packets which contain only two burger buns whereas we do not have that in our profile.
4. A shopkeeper complained that the rusks are very hard and that it should be softer.

Date: 9-2-08

1. A shopkeeper said that only North Indians have bread-eating habits whereas the locals do not.
2. A packet of bread dated 6-2-08 was found. The driver said that it is not his mistake. He said that it was given by the dispatch.
3. The cover of a bread packet was found torn.

4.3 Tables showing Route 3 details for 29-1, 30-1, 31-1-08 respectively

DRIVER: III		STARTING TIME: 7:27 AM		ENDING TIME: 4:45 PM		DATE: 29-1																														
ROUTE: III		INFORMATION ON TIME		PRODUCT SOLD, QUANTITY SOLD																																
S/NO	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	EGGP	SAMOSA	PASANA	SALT	CLIP CAKE	A.CAKE	CAKES	PAY BURGER	P.BUN	C.BUN	T.BUN	BABY B	LS B	10 B	15 B	200 M	300 M	400 M	400 M	800 R	AROKYA	150 RU	500 RU	KG RU	BT	TOAST	TOTAL			
1	Nandini	Milk Parour	7:30	7:33	0:03	0:06	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15		
2	Select	Provisions	7:40	7:45	0:05	0:07	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15		
3	Lakshmi Venkateshwar	Milk Parour	8:08	8:17	0:09	0:23	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	5	5	0	0	0	0	0	0	0	0	0	16		
4	Lychess	Bakery	8:20	8:25	0:05	0:08	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6		
5	UOS	Provisions	8:35	8:47	0:12	0:10	10	5	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	29		
6	Jiffa	Milk Parour	8:59	9:00	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51		
7	UOS	Provisions	9:10	9:13	0:03	0:10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	3		
8	Sri Venkateshwar	Bakery & Condiments	10:07	10:09	0:02	0:02	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	3	0	0	0	0	0	0	0	6		
9	SK	Provisions	10:10	10:11	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	4	0	0	0	0	0	0	0	0	7		
10	Manatha	Provisions	10:12	10:17	0:05	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	3		
11	Sru Mori Maruthi	Provisions	10:17	10:19	0:02	0:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	0	0	0	0	0	0	0	0	8		
12	Sri Manjunatha	Provisions	10:24	10:30	0:06	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	4		
13	KT	Provisions	10:33	10:35	0:02	0:03	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	3	0	0	0	0	0	0	0	0	0	7		
14	JT	Provisions	10:35	10:38	0:03	0:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	6	
15	Anthony	Provisions	10:39	10:40	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
16	Kani	Bakery & Sweets	10:45	10:46	0:01	0:02	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
17	Arjun	Provisions	10:50	10:51	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
18	Royal	Bakery	10:57	10:58	0:01	0:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
19	UOS	Provisions	11:04	11:05	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	
20	Vasavi	Provisions	11:10	11:15	0:05	0:02	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
21	ANN	Super market	11:26	11:28	0:02	0:03	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
22	Florence	Cariten	11:29	11:31	0:02	0:01	0	20	0	0	0	0	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	55
23	Manjunath	Tea	11:38	11:41	0:03	0:03	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
24	UOS	Provisions	11:48	11:49	0:01	0:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
25	UOS	Provisions	12:09	12:10	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
26	Lakshmi	Provisions	12:20	12:25	0:05	0:10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	
27	Aritha	Condiments	12:30	12:32	0:02	0:05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
28	Sri Manjunatha	Provisions	1:05	1:07	0:02	0:05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	
29	ANN	Provisions	1:07	1:10	0:03	0:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	
30	Kamatika	Tea	1:25	1:26	0:01	0:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	
31	Sri Lakshmi	Provisions	1:43	1:46	0:03	0:02	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
32	House		1:48	1:49	0:01	0:02	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	
33	House		1:52	2:05	0:13	0:03	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	31	
34	MS	Provisions	2:07	2:09	0:02	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	
35	Balaji	Dept Stores	2:11	2:17	0:06	0:02	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	
36	Dodd's	Resorts	2:57	3:05	0:08	0:09	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	
37	RR	Provisions	3:10	3:14	0:04	0:05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	
38	UOS	Provisions	3:15	3:16	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
39	UOS	Provisions	3:37	3:37	0:00	0:02	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
40	UOS	Provisions	3:50	3:55	0:05	0:13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	
41	New Greenland	Provisions	4:05	4:07	0:02	0:10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	
	TOTAL				3:46	4:57	10	25	20	3	2	0	25	0	6	0	30	25	0	20	0	43	53	26	83	59	15	8	2	0	0	8	10	473		



DRIVER: III  
ROUTE: III

STARTING TIME: 10:20 AM  
ENDING TIME: 7:00 PM

DATE: 31-1

S.No	PARTICULARS OF THE SHOP		INFORMATION ON TIME										TOTAL																
	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	VEGP	SAMOSA	PASANI	BISCS	CUP CAKE	ALCAKE	CAKES	HOT	BURGER	C.BUN	T.BUN	S.B	15 B	200 M	300 M	400 M	400 R	800 R	AROKYA	KG.RU	B.TOAST	TOTAL	
1	Nandini	Mk Parour	10:25	10:40	0:05	0:15	0	0	5	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	15
2	Select	Provisions	10:55	10:57	0:02	0:15	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
3	LUOS	Provisions	11:24	11:25	0:01	0:27	0	0	0	0	0	0	0	0	0	10	0	0	1	3	0	0	0	0	0	0	0	14	
4	Lakshmi Venkateshwara	Mk Parour	11:26	11:34	0:08	0:01	0	0	4	0	0	0	0	0	0	0	0	0	4	0	5	0	0	0	0	0	0	13	
5	New Greenland	Provisions	11:36	11:38	0:02	0:02	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	2	0	0	0	0	6	
6	lychees	Cafe	11:41	11:44	0:03	0:03	10	0	0	3	0	0	0	2	4	0	0	0	0	0	0	0	0	0	0	0	0	19	
7	LUOS	Provisions	11:47	11:55	0:08	0:03	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	6	
8	COAL Campus	Canteen	12:00	12:10	0:10	0:05	0	25	0	0	0	0	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	57	
9	Florence	Canteen	12:16	12:25	0:09	0:06	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	
10	King Fast	Tea	12:33	12:34	0:01	0:08	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	
11	Alfa	Mk Parour	12:43	12:48	0:05	0:09	0	0	0	0	0	0	0	0	0	0	5	10	2	5	0	15	5	0	0	0	0	42	
12	LUOS	Provisions	1:01	1:02	0:01	0:21	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	
13	Friends	Dept stores	1:38	1:39	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	4	
14	Sri Venkateshwara	Bakery & Condiments	1:40	1:44	0:04	0:01	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	4	
15	FK	Cool Joint	1:44	1:45	0:01	0:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
16	Manaka	Provisions	1:46	1:47	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0	0	0	0	0	0	0	3	
17	Sri Monti Maruthi	Provisions	1:48	1:49	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
18	HP	Provisions	1:50	1:57	0:07	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	1	0	0	0	0	6	
19	Anthony	Provisions	2:12	2:13	0:01	0:02	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	4	
20	Sri Lakshmi Ranganath	Provisions	2:14	2:14	0:00	0:01	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	
21	Sri Krishna	Bakery & Condiments	2:16	2:17	0:01	0:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
22	LUOS	Provisions	2:17	2:17	0:00	0:00	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	3	0	0	0	0	6	
23	Sri Ganapathy	Provisions	2:32	2:32	0:00	0:01	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	
24	Real Fresh	Provisions	2:46	2:58	0:12	0:08	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	
25	Lakshmi	Provisions	3:05	3:07	0:02	0:07	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	3	0	0	0	0	7	
26	Antha	Condiments	3:08	3:11	0:03	0:01	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	4	0	0	0	0	0	14	
27	LUOS	Provisions	3:21	3:23	0:02	0:10	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	
28	Sri Durga	Provisions	3:28	3:28	0:00	0:01	0	0	0	0	0	0	0	0	0	0	0	0	1	2	2	0	0	0	0	0	0	5	
29	LUOS	Provisions	3:33	3:35	0:02	0:05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	
30	House	Provisions	3:40	3:48	0:08	0:05	0	0	0	0	0	0	0	0	0	0	6	3	0	0	0	10	10	0	0	0	0	35	
31	MS	Provisions	3:52	3:56	0:04	0:01	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	3	0	0	0	0	0	6	
32	Balaji	Provisions	3:57	4:00	0:03	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	0	0	0	4	
33	Ashwarya	Bakery	4:05	4:10	0:05	0:05	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	
34	LUOS	Provisions	4:16	4:16	0:00	0:00	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	3	
35	IVA	Provisions	4:18	4:19	0:01	0:02	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	
36	Srinidhi	Bakery & Sweets	4:25	4:30	0:05	0:06	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
37	Kalyan	Bakery & Condiments	4:35	4:37	0:02	0:05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	2	
38	Sri Manjunatha	Provisions	4:38	4:41	0:03	0:01	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	15	10	0	0	0	26	
39	Dodd's	Resorts	4:46	5:00	0:14	0:05	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	4	
40	LUOS	Provisions	5:08	5:10	0:02	0:08	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	
41	Karnataka	Tea	5:15	5:17	0:02	0:03	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	4	
42	Sri Ganesha	Sweets & Condiments	5:20	5:22	0:02	0:03	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	2	0	0	6	
43	AMM	Provisions	5:27	5:30	0:03	0:02	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	3	0	0	0	0	0	4	
44	LUOS	Provisions	5:40	5:44	0:04	0:03	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2	
45	Sri Vidya	Provisions	5:48	5:55	0:07	0:04	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	3	0	0	0	0	0	5	
46	Sri Dharmalakshmi	Provisions	6:00	6:05	0:05	0:05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	3	
47	Vasavi	Provisions	6:07	6:10	0:03	0:02	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	0	0	0	4	
48	Shreya	Provisions	6:11	6:13	0:02	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	2	
49	LUOS	Provisions	6:14	6:15	0:01	0:01	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	0	0	0	4	
TOTAL					2:49	3:40	10	25	19	4	2	10	22	2	4	20	28	15	47	31	10	61	74	10	3	9	10	404	

The above table shows

1. The driver spends 2½ to 4½ hours in transit, 2½ to 4½ hours in the retail outlets.
2. The driver covers 49 shops on an average every day.
3. The driver sells around 478 items on average every day.

Observations

About the market

1. The route is very long so, the amount spent on fuel is high.
2. Though the route is very long, it is worth covering as there are a lot of shops at equal intervals.
3. The sale is also very high.
4. The market consists of both, middle class and upper middle class (at some places)

About the driver

1. He is fast, hardworking and congenial.
2. He spends a lot of time in each shop.
3. He is very comfortable with shopkeepers.

About the vehicle

1. The brakes are weak and the back door lock needs a lot of effort to be closed properly.

## Daily observations

Date: 29-1-08

1. The date of expiry in a bread packet returned by a shopkeeper was tampered with. So we had to exchange it without any option.
2. Returns are more.
3. The color and texture of the bread packets were different and uneven.

Date: 30-1-08

1. The cover of a packet of bread was damaged.
2. Though a shopkeeper requested for egg puffs and other bakery items, the driver refused as it is impossible to deliver it in the morning as the shop is very far and can be covered only in the later half of the day.
3. Bharat Bread is one of our competitors, along with other major players in the industry.

Date: 31-1-08

1. The brake of the vehicle failed and so we had to take a spare vehicle which was a Maruti Omni. This caused some delay and so we started late.
2. Due to the heat, the moisture in the bread started condensing on the packets. This was observed only in the Maruthi Omni. Many shopkeepers exchanged these due to the same reason.
3. CQAL campus canteen was closed and so we had to wait for some time, causing delay in proceeding.
4. Not less than ten shops were closed in the afternoon. The shopkeepers in the particular market have the habit of closing their shops for lunch and going to sleep.

4.4 Tables showing Route 4 details for 10-1, 11-1, 12-1-08 respectively

DRIVER: IV		STARTING TIME: 7:55 AM		DATE: 10-1																							
ROUTE: IV		ENDING TIME: 4:15 PM																									
PARTICULARS OF THE SHOP		INFORMATION ON TIME										PRODUCT SOLD, QUANTITY SOLD															
S.No	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	EGGP	VEGGP	SAMOSAS	PASANI	CUP CAKE	CAKES	BABY B.	5.B.	10.B	15.B	200 M	300 M	400 M	400 R	800 R	AROKYA	150 RU	500 RU	KG.RU	B.TOAST	TOTAL
1	First source	Cafeteria	8:40 AM	8:50 AM	10	45	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	Capegintri	Cafeteria	8:52 AM	9:32 AM	40	2	20	0	15	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	45
3	Belandhur	Bakery & Sweets	9:34 AM	9:37 AM	3	2	0	0	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20
4	UOS	Provisions	9:45 AM	9:50 AM	5	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
5	UOS	Provisions	9:50 AM	9:50 AM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
6	Pooja	Provisions	9:52 AM	9:55 AM	3	2	0	0	0	0	0	0	0	0	0	0	0	5	0	5	0	0	0	0	0	0	10
7	UOS	Provisions	9:57 AM	10:00 AM	3	2	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	9
8	Alshaya	Provisions	10:03 AM	10:08 AM	5	3	0	0	0	0	5	0	0	0	0	0	2	10	0	0	0	0	0	0	0	0	17
9	Lakshmi	Provisions	10:09 AM	10:11 AM	2	1	0	0	0	0	0	0	0	0	0	0	3	3	0	0	0	0	0	0	0	0	6
10	Vanaleshmi	Provisions	10:11 AM	10:13 AM	2	0	0	0	0	0	0	0	0	0	0	1	3	3	0	0	0	0	0	0	0	0	7
11	Badavabangara	Provisions	10:15 AM	10:15 AM	0	2	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	10
12	Sri Chowdeshwari	Bakery	10:22 AM	10:27 AM	5	7	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	5
13	Sri Venkateshwara	Provisions	10:37 AM	10:38 AM	1	10	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	5
14	Sarawathi Sneha	Hotel	10:40 AM	10:42 AM	2	2	0	0	0	0	0	0	0	0	0	0	4	10	0	0	0	0	0	0	0	0	15
15	UOS	Provisions	10:42 AM	10:44 AM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
16	Sri Vinayaka	Provisions	10:45 AM	10:48 AM	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
17	Durgasi	Sweets & Condiments	11:15 AM	11:17 AM	2	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
18	City	Super Market	11:30 AM	11:34 AM	4	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
19	New Kaveri	Departmental Stores	11:38 AM	11:40 AM	2	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20
20	Nandini	Milk Parlour	11:46 AM	11:48 AM	2	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	My Fair	Provisions	11:49 AM	11:55 AM	6	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33
22	Dell	Cafeteria	12:15 PM	12:35 PM	20	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	30
23	Graphite Company	Canteen	12:40 PM	1:10 PM	30	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
24	Shanthi	Bakery & Sweets	1:13 PM	1:18 PM	5	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
25	Heera	Departmental Stores	1:21 PM	1:28 PM	7	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
26	Sri Venkateshwara	Sweets	1:36 PM	1:40 PM	4	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
27	Sathyasi	Condiments	2:20 PM	2:25 PM	5	40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17
28	Bharani	Sweets	2:30 PM	2:42 PM	7	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19
29	M.K stores	Provisions	2:44 PM	2:45 PM	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
30	Belandhur	Bakery & Sweets	3:40 PM	3:45 PM	5	55	34	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	49
<b>TOTAL</b>						<b>188</b>	<b>259</b>	<b>54</b>	<b>15</b>	<b>15</b>	<b>20</b>	<b>10</b>	<b>5</b>	<b>3</b>	<b>20</b>	<b>11</b>	<b>18</b>	<b>20</b>	<b>60</b>	<b>2</b>	<b>30</b>	<b>40</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>12</b>	<b>8</b>

DATE: 11-1

STARTING TIME: 8:05 AM

ENDING TIME: 4:40 PM

DRIVER: IV

ROUTE: IV

S.No	PARTICULARS OF THE SHIP		INFORMATION ON TIME		PRODUCT SOLD QUANTITY SOLD																TOTAL									
	NAME	TYPE	TIME IN	TIME OUT	TRANSIT TIME	EGG.P	VEG.P	V.ROLL	SAMOSAS	PANAS	CUP CAKE	A.CAKE	CAKES	P.BUN	C.BUN	L.BUN	BARY B	15B	200 M	300 M		400 M	400 R	800R	ANDAKYA	150 RU	500 RU	KG.RU	B.TOAST	TOTAL
1	First Source	Cafe/tea	8:53 AM	9:06 AM	13	40	20	10	0	10	0	0	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100
2	Capagann	Cafe/tea	9:07 AM	9:28 AM	21	10	5	5	15	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	40
3	City	Super market	9:48 AM	9:58 AM	10	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
4	Kavery	Dent stores	10:01 AM	10:11 AM	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
5	Sr Venkateshwara	General stores	10:13 AM	10:15 AM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
6	Nandini	Milk parlour	10:16 AM	10:20 AM	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	Ajithwara	Bakery & Sweets	10:22 AM	10:23 AM	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	Shanith	Bakery	10:24 AM	10:25 AM	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	Sr Ganesh	Condiments	10:35 AM	10:36 AM	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	Heera	Dent stores	10:37 AM	10:47 AM	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	Brahmalingeshwara	Condiments & Sweets	10:46 AM	10:55 AM	7	0	0	0	0	0	0	30	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	Iyengar	Bakery	10:58 AM	11:00 AM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	Sr Venkateshwara	Sweets	11:01 AM	11:04 AM	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	Nayanasi	Veg hotel	11:04 AM	11:07 AM	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	LUOS	Provisions	11:38 AM	11:41 AM	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16	AG Brothers	Provisions	11:43 AM	11:46 AM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	LUOS	Provisions	11:50 AM	11:52 AM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	LUOS	Provisions	11:54 AM	11:56 AM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	155	Provisions	11:57 AM	11:58 AM	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	Shanibala	Provisions	12:01 PM	12:04 PM	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	155	Bakery	12:04 PM	12:07 PM	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	Durgasri	Sweets & Condiments	12:16 PM	12:19 PM	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
23	Kavery	Provisions	12:23 PM	12:24 PM	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	Nandu	Bakery	12:26 PM	12:28 PM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	Shankar	Provisions	12:29 PM	12:31 PM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
26	Dhoddamma Devi	Provisions	12:32 PM	12:38 PM	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	LUOS	Provisions	12:39 PM	12:40 PM	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	S.N	Provisions	12:41 PM	12:42 PM	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	Mathappa	Provisions	12:43 PM	12:44 PM	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	Belanthur	Bakery	1:20 PM	1:26 PM	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
31	Brunds	Provisions	1:29 PM	1:32 PM	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	Sr Venkateshwara	Provisions	1:37 PM	1:42 PM	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	M.V	Provisions	1:44 PM	1:47 PM	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
34	Janil Fresh	Fruit stall	2:00 PM	2:05 PM	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	Lokeshwari	Bakery	2:25 PM	2:30 PM	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
36	Srinivas	Bakery	2:31 PM	2:33 PM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
37	Ibavani	Bakery	2:35 PM	2:40 PM	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	LUOS	Provisions	2:44 PM	2:44 PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
39	R.K Baba	Provisions	2:44 PM	2:44 PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	Raghavendra	Ice cream parlour	2:51 PM	2:56 PM	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
41	LUOS	Provisions	3:30 PM	3:30 PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
42	LUOS	Provisions	3:30 PM	3:30 PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
43	LUOS	Provisions	3:31 PM	3:31 PM	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>					<b>161</b>	<b>256</b>	<b>50</b>	<b>25</b>	<b>15</b>	<b>15</b>	<b>10</b>	<b>0</b>	<b>30</b>	<b>5</b>	<b>20</b>	<b>50</b>	<b>10</b>	<b>0</b>	<b>18</b>	<b>7</b>	<b>15</b>	<b>15</b>	<b>94</b>	<b>10</b>	<b>5</b>	<b>10</b>	<b>5</b>	<b>10</b>	<b>0</b>	<b>434</b>



DATE: 12-1

STARTING TIME: 8:00 AM  
ENDING TIME: 5:15 PM

DRIVER: IV  
ROUTE: IV

PARTICULARS OF THE SHIP		INFORMATION ON TIME				PRODUCT SOLD, QUANTITY SOLD																																		
S.No	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	EGGP	VEEP	P.ROLL	Y.ROLL	SAMOSAS	BROWNIE KG	COONUTS	PISAN	CUP CAKE	AL.CAKE	CAKES	P.BUN	C.BUN	T.BUN	BBQ/B	5B	10B	15B	200 M	300 M	400 M	400 R	800 R	AROKYA	150 RU	500 RU	KG.RU	B.TOMST	TOTAL					
1	First Source	Cafeteria	8:27 AM	8:39 AM	12	27	40	20	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100			
2	Capoanani	Cafeteria	8:41 AM	9:40 AM	59	2	10	5	15	10	15	1	5	0	0	0	10	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76			
3	City	Super market	9:56 AM	10:22 AM	26	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	10	10	0	0	0	0	0	0	38				
4	Kanery	Dept stores	10:25 AM	10:41 AM	16	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35			
5	Nandri	Mk.pandur	10:42 AM	11:05 AM	23	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8			
6	DELL	Cafeteria	11:13 AM	11:38 AM	25	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	50			
7	Hydelt Hospital	Carteen	11:41 AM	11:50 AM	9	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	50			
8	Ashwarya	Bakery & Sweets	12:00 PM	12:01 PM	1	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3			
9	Shanti	Bakery	12:02 PM	12:03 PM	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
10	Grapple India	Carteen	12:07 PM	12:35 PM	28	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8		
11	LUOS	Provision	12:43 PM	12:43 PM	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
12	Sathya	Bakery	12:53 PM	1:17 PM	24	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	58		
13	Barani	Sweets	1:20 PM	1:40 PM	20	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	46		
14	LUOS	Provision	1:40 PM	1:43 PM	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
15	LUOS	Provision	1:45 PM	1:47 PM	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
16	Nandri	Provision	1:48 PM	1:48 PM	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
17	Kamakka	Provision	1:49 PM	1:49 PM	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
18	Aeronautical dev open	Carteen	2:08 PM	2:13 PM	5	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
19	Sri Krishna	Provision	2:13 PM	2:15 PM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20	Durgani	Sweets & Condiments	2:27 PM	2:42 PM	15	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	
21	Beandur	Bakery & Sweets	3:07 PM	3:20 PM	13	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
22	Pooja	Provision	3:31 PM	3:33 PM	2	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
23	LUOS	Provision	3:35 PM	3:39 PM	4	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
24	LUOS	Provision	3:39 PM	3:40 PM	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
25	Akshaya	Provision	3:44 PM	3:50 PM	6	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
26	Lakshmi	Provision	3:53 PM	3:57 PM	4	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
27	Sri Mumukshwara	Provision	3:58 PM	3:58 PM	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
28	Vanakshmi	Provision	3:58 PM	4:00 PM	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
29	Yashu	Provision	4:03 PM	4:06 PM	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
30	Badava Bangara	Provision	4:06 PM	4:11 PM	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
31	Sri Venkateshwara	Provision	4:19 PM	4:21 PM	2	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
32	LUOS	Provision	4:23 PM	4:32 PM	9	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	Sri Venkateshwara	Provision	4:33 PM	4:35 PM	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL					324	191	50	25	15	20	15	1	5	20	0	20	10	25	30	5	5	19	7	13	15	93	67	21	110	10	6	7	10	0	0	0	626			

The above table shows

1. The driver spends 2½ to 4½ hours in transit, 2½ to 4½ hours in the retail outlets.
2. The driver covers 35 shops on an average every day.
3. The driver sells around 470 items on average every day.

Observations

About the Market

1. The route is very long so, the amount spent on fuel is high.
2. Shops are not in equal intervals and so transit time is more.
3. The number of shops is very less and so are the sales.
4. The market consists of people belonging to the middle class segment, basically, people who have minimal disposable income and poor spending behaviour.
5. Bread-eaters are very few.
6. The competitors are Milkma, Britannia and unbranded breads.

About the driver

1. He is slow and steady.
2. He is soft-spoken.
3. He is congenial.
4. He is hard-working.

About the vehicle

1. It is well maintained.
2. It is in good working condition.

## Daily Observations

Date: 10-1-08

1. As we have to deliver the product in Broad Com, First Source and Cape Gemini first, the driver starts late from the factory. If the driver leaves at the stated time, he may have to visit all other places and come back to the above stated shops. But if he does that, products such as puffs and samosas will get spoilt. There are high chances of excess of cake getting damaged. It can also cost double with regard to fuel expenditure as it is the first and nearest place of visit.
2. Though we leave only at 7: 45 or later, we have to wait for a long time as Cape Gemini canteen opens only at 8:45 or later. So some time is wasted at the Eco Space campus.
3. The demand for puffs was less than expected. So the excess was sold for lesser prices in one of the bakeries as they cannot be brought back because of low shelf life.

Date: 11-1-08

1. While delivering to a shop, a packet of Rusk was found in damaged condition.
2. Bakeries and shops owned by malayalees and Muslims are closed on Friday afternoons. So on Friday, we have to leave early so that we can cover all the shops.

Date: 14-1-08

1. In the Cape Gemini campus, we wasted almost an hour, delaying everything else.
2. Some shopkeepers do not pay for the products in the morning. So while returning, we might have to visit some shops for collection of money.
3. Some shopkeepers use the driver to pass time, like indulge in idle chitchat and playing, which causes some delay in the proceedings.

4.5 Tables showing Route 5 details for 5-3, 6-3-08 respectively

DRIVER: V		STARTING TIME: 6:35 AM		DATE: 05-3		PRODUCT SOLD QUANTITY SOLD													TOTAL														
ROUTE: V		ENDING TIME: 3:00 PM		INFORMATION ON TIME													TOTAL																
S.No	PARTICULARS OF THE SHOP	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	EGG.P	VEG.P	SAMDOSA	KUSHI	PASAN	JABUN	P.BUN	L.BUN	T.BUN	J.BUN	1.BUN	15B	12B	1200M	400M	400M	800R	1800R	AROKYA	200RU	500RU	KG.RU	OHLM	B.TOAST	TOTAL	
1	LUOS		PROVISIONS	6:40	6:45	0:05	0:05	-	-	-	-	3	-	-	-	10	-	-	-	-	-	2	3	-	-	-	-	-	-	-	-	18	
2	PRAKASH		DEPT STORES	6:54	7:03	0:09	0:09	-	-	-	-	2	-	-	-	6	-	-	-	-	-	1	15	15	-	-	-	-	-	-	-	40	
3	HIMALAYA		PROVISIONS	7:20	7:27	0:07	0:04	-	-	-	-	-	-	-	-	6	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	12	
4	SWEET WORLD		SWEETS & CONDIMENTS	7:40	7:48	0:08	0:02	20	-	-	-	-	-	-	-	1	4	2	2	-	-	4	2	2	-	-	-	-	-	-	-	29	
5	CK		BAKERY	7:50	7:52	0:02	0:02	-	-	-	-	-	-	-	-	15	-	-	-	-	-	15	-	-	-	-	-	-	-	-	-	15	
6	FOOD PALACE		PROVISIONS	7:52	8:08	0:16	0:00	-	-	-	-	-	-	-	-	10	5	2	-	-	-	5	-	15	1	2	-	-	-	-	-	42	
7	BAKE N TREAT		PROVISIONS	8:08	8:11	0:03	0:00	-	-	-	-	-	-	-	-	5	-	-	-	-	-	1	-	2	-	-	-	-	-	-	-	6	
8	SRI MANJUNATHA		CONDIMENTS	8:17	8:18	0:01	0:06	-	-	-	-	-	-	-	-	2	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	4	
9	SAGAR		BAKERY	8:20	8:22	0:02	0:02	15	5	-	-	2	-	-	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	
10	BTM		PROVISIONS	8:24	8:29	0:05	0:02	-	-	-	-	-	-	-	-	4	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	16	
11	SRI RAAGHAVENDRA		SWEETS & CONDIMENTS	8:30	8:32	0:02	0:01	-	-	-	-	2	-	-	-	7	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	4	
12	ANARAWATHI		BAKERY	8:40	8:42	0:02	0:08	5	5	-	-	-	-	-	-	3	3	2	-	-	-	3	3	2	-	-	-	-	-	-	-	12	
13	MANDINI		MILK PARLOUR	8:43	8:45	0:02	0:01	-	-	-	-	-	-	-	-	4	2	2	-	-	-	4	2	2	-	-	-	-	-	-	-	15	
14	ROYAL		BAKERY & SWEETS	8:46	8:49	0:03	0:01	-	-	-	-	-	-	-	-	20	-	-	-	-	-	4	2	2	-	-	-	-	-	-	-	28	
15	SNVS		PROVISIONS	8:49	8:59	0:10	0:00	-	-	-	-	-	-	-	-	2	-	-	-	-	-	4	2	2	-	-	-	-	-	-	-	6	
16	SHIVA		CONDIMENTS	9:00	9:03	0:03	0:01	10	10	-	-	-	-	-	-	1	3	2	-	-	-	3	2	-	-	-	-	-	-	-	-	26	
17	MANJUNATHA		BAKERY & CONDIMENTS	9:05	9:11	0:06	0:02	30	-	-	-	-	-	-	-	3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	37	
18	LUCKY		PROVISIONS	9:28	9:35	0:07	0:17	10	10	-	-	3	5	5	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	45	
19	SRI MADHVARAJA		PROVISIONS	9:43	9:45	0:02	0:08	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-	-	-	-	-	-	-	-	6	
20	LUOS		PROVISIONS	10:11	10:25	0:14	0:01	27	5	5	-	2	10	5	5	-	-	-	-	-	-	-	2	4	-	-	-	-	-	-	-	62	
21	BHARATH		PROVISIONS	10:27	10:32	0:05	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	-	-	-	-	-	-	-	15	
22	SRINIVASA		PROVISIONS	10:37	10:42	0:05	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	6
23	VISHALMURTHY		SWEETS & CONDIMENTS	11:10	11:13	0:03	0:25	-	-	-	-	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	3	
24	SP		ICE CREAMS	11:16	11:18	0:02	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	3	
25	MANDINI		MILK PARLOUR	11:28	11:30	0:02	0:08	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3	1	-	-	-	-	-	-	-	6	
26	HOME NEEDS		DEPT STORES	11:32	11:40	0:08	0:02	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	15	-	-	-	-	-	-	-	20	
27	SWEET PALACE		SWEETS & CONDIMENTS	11:42	11:44	0:02	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	-	-	-	-	-	-	-	17	
28	SRI MARUTHI		PROVISIONS	11:47	11:50	0:03	0:03	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	
29	KALPANA		PROVISIONS	11:51	11:52	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	6	
30	VIJAYA		ENTERTAINMENT	11:54	11:56	0:02	0:02	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	5	
31	SUDHA		PROVISIONS	12:01	12:04	0:03	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	4	
32	SURESH		PROVISIONS	12:05	12:12	0:07	0:01	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	15	-	-	-	-	-	-	-	21	
33	ABHILASH		PROVISIONS	12:14	12:22	0:08	0:02	-	-	-	-	16	-	-	-	-	-	-	-	-	-	-	15	-	-	-	-	-	-	-	-	31	
34	SRI SAO GURU		PROVISIONS	12:23	12:40	0:17	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	35	
35	VASAVI		PROVISIONS	12:45	12:48	0:03	0:05	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	5	
36	SARAVANA		PROVISIONS	12:53	12:54	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	11	
37	LUOS		PROVISIONS	1:05	1:11	0:06	0:04	-	-	-	-	-	-	-	-	5	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	5	
38	SRI LAKSHMI VEIKATESHWARA		PROVISIONS	1:09	1:14	0:05	0:04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	10	
39	RAMAKRISHNA		NURSING HOME	1:33	1:50	0:17	0:19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	11	
40	JANARDHANA		PROVISIONS	1:52	1:59	0:07	0:02	-	-	-	-	-	-	-	-	6	-	-	-	-	-	-	2	2	5	-	-	-	-	-	-	15	
41	SRI MANJUNATHA		PROVISIONS	2:01	2:04	0:03	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	5	
42	FRESH @ JAYANAGAR		DEPT STORES	2:06	2:30	0:24	0:02	-	-	-	-	-	-	-	-	9	-	-	-	-	-	-	12	-	15	2	-	-	-	-	-	38	
43	ADIGA'S		FAST FOOD	2:32	2:38	0:06	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	4	-	-	-	-	-	-	4	
	TOTAL					442	321	117	35	5	2	30	15	10	9	103	14	5	8	56	130	156	6	10	13	2	2	1	10	739			



The above table shows

1. The driver spends 2½ to 4½ hours in transit, 2½ to 4½ hours in the retail outlets.
2. The driver covers 42 shops on an average every day.
3. The driver sells around 681 items on average every day.

Observations

About the market

1. It is a very promising market and it can be said that we dominate the market.
2. The distance that has to be covered is comparatively less in this route but the sale is not affected due to this reason. In fact the sale is better compared to other routes.
3. The people are well to do ones and do not hesitate to buy what they like.
4. The presence of competitors does not affect our sales as we simply dominate the market.
5. The route also very ambiguous and over lapping. If the near by route drivers are willing to take up the job of serving this zone and if the company supports them with a new vehicle, this route can be avoided, saving man power, fuel and a vehicle.

About the driver

1. He is aggressive some times.
2. He is capable of getting into unwanted conversations and arguments.
3. He is always smiling.

About the vehicle

1. Needs some serious repair/maintenance.

## Daily observation

Date: 5-3-08

1. One shopkeeper requested us to come out with jumbo breads which our competitors have in their product profile where as we do not.
2. The size of the products has also been reduced along with hike in price which a lot of shop keepers refuse to accept.
3. 'Daily bread' has come out with breads dipped in dry fruits which is innovative but expensive.
4. 'Switz' Cup cakes are produced in the form of sachets in innovative flavours. Their fruit breads, cakes are also good. They come in attractive packs which impress kids especially.
5. The vehicle comes for reloading due to its low stock holding capacity wasting fuel and time.
6. The dispatch follow 'last in first out' concept for materials management which should be changed to ensure that we supply only fresh products every day to the market.
7. The drivers are forced to take the low quality goods by the despatch people.

Date: 6-3-08

1. Out of the 8 milk 200 breads weighed only 3 were the exact weight and the rest were under weight. It was all of batch 13 of production.
2. Both half baked as well over baked breads were found to be coming from the same batch of production.
3. Strong quality check points at the end of each process and operations in production should be introduced. The weight and packing should be checked in the final check point. Unqualified products should be then and there rejected.





DRIVER: VI		ROUTE: VI		STARTING TIME: 7:30 AM		ENDING TIME: 4:30 PM		DATE: 26-2																		
PARTICULARS OF THE SHOP		INFORMATION ON TIME		PRODUCT SOLD		QUANTITY SOLD		AROKYA																		
S.No	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	EGG.P	VEGG	SAMOSA	KUSHI	PASAN	CUP LAKE	J.BUN	P.BUN	C.BUN	T.BUN	BABY B	15 B	12 B	400 M	400 M	400 R	800 R	AROKYA	KG.RU	TOTAL
1	INANDINI	MILK PARLOUR	7:35	7:43	0:08	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	GEETHA	NEWS AGENCIES	7:48	7:50	0:02	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	KAMAT	RESTAURANT	8:15	8:18	0:03	0:25	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	SRI BHAGYALAKSHMI	BUTTER & GULKHAND CENTRE	8:29	8:29	0:00	0:11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	UOS	PROVISIONS	8:38	8:40	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	GRAND INN	HOTEL	8:42	8:43	0:01	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	BASANT	HOTEL	8:45	8:51	0:06	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	KAMAT	COFFEE SHOP	9:06	9:09	0:03	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	SRI SATYA PRAKASH	PROVISIONS	9:11	9:13	0:02	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	INANDINI	MILK PARLOUR	9:15	9:27	0:12	0:02	20	30	25	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	BALAJI	PROVISIONS	9:32	9:36	0:04	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12	UOS	PROVISIONS	9:36	9:36	0:00	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	VIGNESH	BAKERY & CONDIMENTS	9:40	9:41	0:01	0:03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
14	SWATHI	HOTEL	10:14	10:15	0:01	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15	SRI VENKATESHWARA	PROVISIONS	10:22	10:23	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16	SRI BHAGYALAKSHMI	BUTTER & GULKHAND CENTRE	11:00	11:01	0:01	0:28	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
17	HANSA	PROVISIONS	11:13	11:15	0:02	0:12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18	GOLDEN	BAKERY & SWEETS	11:15	11:16	0:01	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
19	MEENA	FOODS	11:20	11:23	0:03	0:04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20	SRI SAI RAM	CHATS	11:25	11:28	0:03	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21	SRI BALAJI	PROVISIONS	11:38	11:41	0:03	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
22	BALAJI	PROVISIONS	11:43	11:44	0:01	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
23	MANJUNATH	PROVISIONS	11:46	11:48	0:02	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24	SRI SAI RAM	CHATS	12:17	12:20	0:03	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25	GANESHA	ENTERPRISES	12:22	12:25	0:03	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
26	QUALITY	PROVISIONS	12:35	12:42	0:07	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
27	SRI VENKATESHWARA	MILK PARLOUR	12:43	12:43	0:00	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28	UDUPI SRI KRISHNA	SWEETS & CONDIMENTS	12:47	12:48	0:01	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29	SRI RAGHAVENDRA	CATERING CENTRE	1:00	1:01	0:01	0:05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30	UOS	PROVISIONS	1:03	1:03	0:00	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
31	SHIVA	JUICE CORNER	1:09	1:13	0:04	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
32	INANDINI	MILK PARLOUR	1:13	1:15	0:02	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
33	GNK GUPTHA	PROVISIONS	1:16	1:18	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
34	UPADYA	SWEETS	1:20	1:26	0:06	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
35	UOS	PROVISIONS	1:27	1:28	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
36	SRI GANESH	SWEETS & CONDIMENTS	1:37	1:39	0:02	0:09	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
37	ANUGRAHA	COFFEE SHOP	1:40	1:40	0:00	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
38	GEETHA	FANCY	1:45	1:46	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
39	UOS	PROVISIONS	1:50	1:53	0:03	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40	UOS	PROVISIONS	1:54	1:55	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
41	UOS	PROVISIONS	1:56	1:57	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
42	UOS	PROVISIONS	1:59	1:59	0:01	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
43	UOS	PROVISIONS	1:59	2:02	0:03	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
44	SRI MAATHA	COFFEE SHOP	2:03	2:06	0:03	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45	INANDISHI	PROVISIONS	2:08	2:09	0:01	0:02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
46	SRI VINAYAKA	TIFFIN CENTRE	2:08	2:12	0:03	0:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
47	ESHAVA	PROVISIONS	2:13	2:16	0:03	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
48	THIRUMALA	PROVISIONS	2:17	2:19	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
49	SHANKAR	PROVISIONS	2:20	2:22	0:02	0:01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL			2:20	2:22	1:58	2:38	20	60	25	1	2	6	5	25	20	39	31	7	33	27	34	84	53	34	5	494

The above table shows

1. The driver spends 2½ to 4½ hours in transit, 2½ to 4½ hours in the retail outlets.
2. The driver covers 47 shops on an average every day.
3. The driver sells around 528 items on average every day.

Observations

About the market

1. There are a lot of hotels in the route. Some of them are served by us and some are not. The rest also should be concentrated on.
2. The route is long and contains a lot of non bread eaters.
3. The driver has to spend a lot of time in transit as the shops are not in equal interval and distant from each other.
4. Apart from our regular competitors like Beekay's, Nilgris, Modern etc Allwin bread can also be found in some shops.

About the driver

1. He is reserved.
2. He is very calm.
3. He is very slow.
4. He is very congenial to the shop keepers and spends some solid time with them.

About the vehicle

1. It is in good condition.

## Daily observation

Date: 25-2-08

1. The cup cakes were not properly packed. One of the four pieces even fell down and the driver did not hesitate to sell that too.
2. The stores people delayed delivery of 15 buns which caused delay in proceedings.
3. The driver as soon as he saw a new shop went and spoke to them about our products. This is a positive sign for us.

Date: 26-2-08

1. In one of the shops our products were kept inside the shelf where no one can see it. Our driver advised the shopkeeper to keep it where one can see it and also warned if this continues, he might not get exchange for those products.
2. The driver has the good habit of arranging the shelves of shop keepers with old breads on top and new ones at the bottom.





The above table shows

1. The driver spends 2½ to 4½ hours in transit, 2½ to 4½ hours in the retail outlets.
2. The driver covers 47 shops on an average every day.
3. The driver sells around 650 items on average every day.

Observations

About the market

1. It is a very promising market.
2. Both well to do people as well as the middle and lower class people are found in this market.
3. The distance between each shop is more hence consuming a lot of time for transit.
4. Since the route is a little bit far, reloading is also not possible though the stocks of some products get over very soon on some days.

About the driver

1. He is reserved and calm, and doesn't speak much to anybody.
2. Starts late and finishes soon also. Even then he is able to sell 7K every day.

About the vehicle

1. Needs some serious repair.

## Daily observation

Date: 8-3-08

1. 15 egg puffs were short from what was written in the dispatch slip. When asked about it, they blamed the driver and said that it would be deducted from the drivers salary
2. One shop keeper has stopped all other suppliers trusting in us more than them. But he tells that he has lost hope on us as our products are going for worse as each day passes.
3. One shop keeper told that one of his customers returned a 'Regular 400' loaf saying that it had a bad smell.
4. One of the shop keepers requested for facility to exchange 'Milk 300' loaf after expiry.
5. One of the shop keepers felt that the rusks should be made even softer.
6. Good finish in each product should be ensured as all consumers look only at how the product looks like.

Date: 9-3-08

1. 5 Samosas were less but was included in the dispatch slip. This problem is happening for the second time now.
2. 'Regular 400' breads got over by the 31<sup>st</sup> shop itself but reloading was not done.

4.8 Tables showing Route 8 details for 27-2, 28-2-08 respectively

PARTICULARS OF THE SHIP		INFORMATION ON TIME										PRODUCT SOLD, QUANTITY SOLD										TOTAL										
S.No	NAME	TYPE	TIME IN	TIME OUT	TIME SPENT	TRANSIT TIME	EGG.P	VEG.P	PASAN	COOKIES	CUP CAKE	A.CAKE	CAKES	J.BUN	P.BUN	C.BUN	T.BUN	BABY B	15 B	12 B	15 B	200 M	300 M	400 M	400 M	1800 R	AROKYA	150 RU	500 RU	REG.RU	TOTAL	
1	LUCKY	PROVISIONS	7:53	7:54	0:01	0:01																	1	2								3
2	MAYURA	BAKERY	8:03	8:08	0:05	0:09	15	5															1		1	2						3
4	SRI GANESH	BAKERY & CONDIMENTS	8:13	8:14	0:01	0:02																			4							4
5	SRI BALAJI	PROVISIONS	8:17	8:18	0:01	0:03																		2	2							4
6	MAYURA	PROVISIONS	8:21	8:25	0:04	0:03																		3	3							6
7	SRI SURAMAYESHWARA	PROVISIONS	8:26	8:28	0:02	0:01																		2	2							4
8	NANDINI	MILK PARLOUR	8:29	8:37	0:08	0:01	15	5	3															3	2							5
9	SRIDHARA	PROVISIONS	8:41	8:43	0:02	0:04																		1								1
10	CHAITANYA	PROVISIONS	8:55	8:57	0:02	0:02																		2	3							5
11	RUCHI	BAKERY & SWEETS	9:07	9:07	0:00	0:02																		10	10							20
12	GURURAJA	CONDIMENTS	9:15	9:16	0:01	0:05																		2								2
13	MITHRA	PROVISIONS	9:18	9:20	0:02	0:01																		2								2
14	VARSHA	DEPT STORES	9:28	9:34	0:06	0:01																			3							3
15	KMP BANGALORE	PROVISIONS	9:52	9:55	0:03	0:02																		5								5
16	SRI MAATHA ANNAPOORNESHWARI	PROVISIONS	9:56	9:58	0:02	0:01																		4								4
17	AZAD	PROVISIONS	10:03	10:06	0:03	0:01																		1								1
18	NEW SAGAR	CONDIMENTS	10:10	10:10	0:00	0:04	10																		5							5
19	SRI LAKSHMI VENKATESHWARA	PROVISIONS	10:11	10:12	0:01	0:01																			7							7
20	SRI DURGA	PROVISIONS	10:25	10:26	0:01	0:01																		3								3
21	GURU GOPA	CONDIMENTS	10:27	10:32	0:05	0:01																		3								3
22	VINAYAKA	PROVISIONS	10:44	10:45	0:01	0:02																			3							3
23	ANU	CONDIMENTS	10:47	10:52	0:05	0:02																			7							7
24	KAMAT BUGLER ROCK	HOTEL	11:08	11:11	0:03	0:09																			5							5
25	SHIV SAGAR	PROVISIONS	11:13	11:13	0:00	0:02																				7						7
26	NBS MANI	PROVISIONS	11:14	11:15	0:01	0:01																				5						5
27	SHREYAS CORNER	PROVISIONS	11:16	11:17	0:01	0:01																				20						20
28	THE COFFEE HOUSE	COFFEE SHOP	11:17	11:18	0:01	0:00																										
29	BALAJI	CHATS	11:22	11:24	0:02	0:04																			1							1
30	SV	CONDIMENTS	11:32	11:41	0:09	0:08																			4							4
31	SRI RAMA KRISHNA	BOYS HOSTEL	11:44	11:55	0:12	0:03																				4						4
32	OM	CONDIMENTS	12:01	12:14	0:13	0:05																				6						6
33	ARUN	ENTERPRISES	12:25	12:30	0:05	0:11																				5						5
34	MITHRA	PROVISIONS	12:35	12:37	0:02	0:02																			12	4						16
35	SRI SAI RAM	PROVISIONS	12:39	12:41	0:02	0:02																			5							5
36	POOJA	CONDIMENTS	12:41	12:49	0:08	0:00																			10							10
37	SRIDEVI	CONDIMENTS	12:53	12:59	0:06	0:01																			3							3
38	NEW SAGAR	CONDIMENTS	1:00	1:01	0:01	0:01																			2							2
39	SRI MUKAMBICA	PROVISIONS	1:01	1:03	0:02	0:00																			3							3
40	MUKAMBICA	CONDIMENTS	1:05	1:07	0:02	0:02																				3						3
41	SWEETHA	SWEETS & BAKERY	1:09	1:10	0:01	0:02																				3						3
42	BARATHI	SWEETS & CONDIMENTS	1:12	1:20	0:08	0:02																				3						3
43	GANESH	CONDIMENTS	2:25	2:27	0:02	1:05																				4						4
44	VEERAY	SUPER MARKET	3:00	3:00	0:00	0:10																				2						2
45	RAMESH	PROVISIONS	3:15	3:15	0:00	0:10																				2						2
46	BAGYASHREE	CONDIMENTS	3:25	3:30	0:05	0:10																				15						15
47	NAGASRI	CONDIMENTS	3:40	3:50	0:10	0:10																				10						10
48	RANGANATH	PROVISIONS	3:55	4:10	0:15	0:05																				4						4
49	SHUBRI	BAKERY	4:20	4:30	0:10	0:10																				3						3
50	SREETHAL	SWEETS & CONDIMENTS	5:00	5:15	0:15	0:10																				15						15
51	VISHVAHITH	PROVISIONS	5:16	5:17	0:01	0:01																			3							3
52	MAHENDRANATH	BAKERY & CONDIMENTS	5:18	5:19	0:01	0:01																			2							2
53	BRINDHAWASA	PROVISIONS	5:33	5:35	0:02	0:03																				2						2
54	IMHAJANATHA	CONDIMENTS	5:38	5:50	0:12	0:10																				10						10
55	POOJA	CONDIMENTS	6:00	6:00	0:00	0:10																					9					9
TOTAL					3:54	4:13	48	22	42	7	3	15	0	5	5	15	91	16	13	7	18	69	9	202	39	15	8	0	5	6	562	

DATE: 27-2

STARTING TIME: 7:52 AM  
ENDING TIME: 4:20 PM

DRIVER: VIII  
ROUTE: VIII





The above table shows

1. The driver spends 2½ to 4½ hours in transit, 2½ to 4½ hours in the retail outlets.
2. The driver covers 50 shops on an average every day.
3. The driver sells around 550 items on average every day.

Observations

About the market

1. It is a very promising market and it can be said that we dominate the market.
2. The distance that has to be covered is comparatively less in this route but the sale is not affected due to this reason. In fact the sale is better compared to other routes.
3. The people are well to do ones and do not hesitate to buy what they like.
4. The presence of competitors does not affect our sales as we simply dominate the market.

About the driver

1. He is aggressive.
2. He is capable of getting into unwanted conversations and arguments.

About the vehicle

1. Needs some serious repair.

## Daily observation

Date: 27-2-08

1. The shopkeepers were refusing to accept the price hikes and were quarrels through out the day.
2. The bill is very detailed and long. It can actually be reduced to half of what is been given which will save a lot of material cost.
3. The size of the products has also been reduced along with hike in prize which a lot of shop keepers refuse to accept.
4. Sunfeast sells its cookies in the name 'Golden bakery'. The product comes out in attractive and innovative packing which we also can consider.
5. Cup cakes are produced in the form of sachets by Nilgris which is very catchy to eyes.
6. Britannia as well as Nilgris has come out with twin buns and 5 buns just like us.
7. One of the shop keepers accused us for selling old buns in new packing.
8. The vehicle has to come to the company every afternoon for reloading as its stock holding capacity is very low.

Date: 28-2-08

1. As usual today also we lost some time in reloading.
2. The twin bun packing was very poor and almost all packets were loose.
3. The cookies packing were looking awful after madly bandaging.
4. The cookies, cakes cartons should be properly packed. It is always seen open. A new thicker box can be used to avoid this problem.
5. One of the shop keepers complained that the buns were very hard.
6. The vegetable puffs were roasted and hard today.
7. Some shop keepers were worried as there was no supply of small packet rusks.
8. Even after reloading, bun stocks got over.

## 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.

## CONCLUSION

The bread industry in India is highly competitive with high level changes in the consumption pattern and life style of the emerging markets. It 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.

While various brands are on the run for enhancing their market share by capturing newer and newer markets, the finding of the study would enable the marketing strategists to frame suitable strategies to increase the market share of Good Bread in India.

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