

P-2445



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

By

KARTHIK RAMESH.A.S
Reg No. 71206631019



Of

Department of Management Studies
Kumaraguru College of Technology
Coimbatore

A PROJECT REPORT
Submitted to the

FACULTY OF MANAGEMENT SCIENCES

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

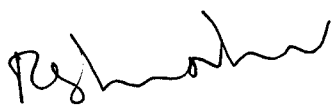
of

MASTER OF BUSINESS ADMINISTRATION

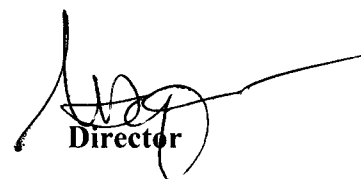
**KCT Business School
Department of Management Studies
Kumaraguru College of Technology
Coimbatore – 641006**

BONAFIDE CERTIFICATE

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




Project guide

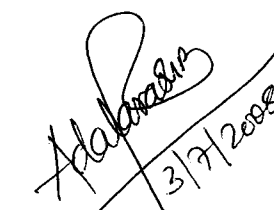


Director

Evaluated and Viva Voce conducted on 3 / 7 / 08



Internal Examiner



External Examiner



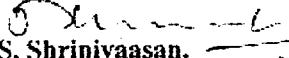
Date: 12th March 2008

PROJECT COMPLETION CERTIFICATE

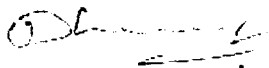
This is to certify that Mr.KARTHIK RAMESH A.S (Roll No 06MBA19) a student of KCT Business School, Kumaraguru College of Technology had undergone a project between 8th Jan 2008 to 12th March 2008 titled "MARKET RESEARCH ON THE PATTERN OF ROUTE COVERAGE AND THE RELATED CONSUMER BEHAVIOR"

During the tenure his performance was GOOD.

Name and Designation of
Organisational Guide


S. Shrinivaasan.
(General Manager & Finance Controller)

Signature of the
Organisational Guide



Postal Address: Good Bread LTD.,
JP Nagar 2nd Phase,
Bangalore-78.

Phone No. : 080-26597787

e-mail ID : goodbread@yahoo.co.in

GOOD BREAD LIMITED

DECLARATION

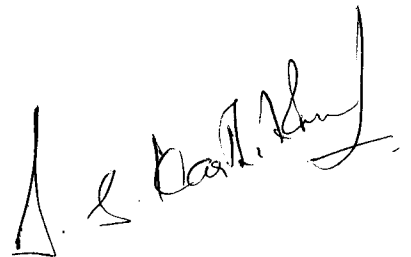
I, hereby declare that this project report entitled as “Market Research on the Pattern of Route Coverage and the Related Consumer Behaviour.” has been undertaken for academic purpose submitted to Anna University in partial fulfilment of the requirements for the summer internship project of M.B.A. The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

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

Date :

3 / 7 / 08

Place : Coimbatore



Karthik Ramesh.A.S

EXECUTIVE SUMMARY

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

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

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

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

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

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

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

ACKNOWLEDGEMENT

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

I would like to thank **Dr S V Devanathan, Ph.D., Director**, for the help and guidance rendered.

I am very thankful to my guide **Mrs.R.Hemalini** for her valuable guidance. I would like to thank all the staff members of the Department of Management Studies for their help and support.

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.

TABLE OF CONTENTS

| CHAPTER NO | TITLE | PAGE NO |
|---------------|---|---------|
| | ACKNOWLEDGEMENT | |
| | EXECUTIVE SUMMARY | |
| | LIST OF TABLES | |
| | LIST OF GRAPHS | |
| 1 | INTRODUCTION | |
| | 1.1 Background of the Study | 1 |
| | 1.2 Review of Literature | 2 |
| | 1.3 Statement of the Problem | 14 |
| | 1.4 Objectives of the study | 14 |
| | 1.5 Scope of the study | 14 |
| | 1.6 Research Methodology | 15 |
| | 1.7 Limitations | 15 |
| | 1.8 Chapter scheme | 16 |
| 2 | ORGANIZATION PROFILE | |
| | 2.1 History of the organization | 17 |
| | 2.2 Management | 17 |
| | 2.3 Product profile | 20 |
| | 2.4 Competitive strength of the company | 24 |
| | 2.5 Future plans | 24 |
| | 2.6 Description of various functional areas | 25 |
| 3 | MACRO AND MICRO ANALYSIS | 26 |
| 4 | DATA ANALYSIS AND INTERPRETATION | 32 |
| 5 | CONCLUSION | |
| | 5.1 Results and discussions | 55 |
| | 5.2 Considered recommendations | 55 |
| 6 | BIBLIOGRAPHY | 57 |

LIST OF TABLES

| Table No. | Title | Page No. |
|------------------|---|-----------------|
| 1 | Route 1 details for 26-2, 27-2, 28-2-08 respectively | 32 |
| 2 | Route 2 details for 6-3, 7-3-08 respectively | 37 |
| 3 | Route 3 details for 21-2, 22-2, 23-2-08 respectively | 40 |
| 4 | Route 4 details for 14-2, 15-2, 16-2-08 respectively. | 44 |
| 5 | Route 5 details for 9-3, 10-3-08 respectively | 48 |
| 6 | Route 6 details for 7-2, 8-2, 9-2-08 respectively | 51 |

1. INTRODUCTION

1.1 Background of the Study

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

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

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

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

1.2 Review of Literature

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

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

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

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

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

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

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

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

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

³Baking industry keeps close eye on corn crop.

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

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

⁴Bakery Product Price Increased by 33.3%

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

⁸ Fiscal issues affect food industry.

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

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

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

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

⁹ Report on Indian bread market.

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

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

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

¹⁰ Biscuits-bakery sector looks like a battlefield.

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

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

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

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

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

¹¹ Consumer Food Industries, an overview.

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

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

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

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

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

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

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

¹³A Food and Beverage News Special

Biscuit industry reels under high taxation:

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

AIBMA to identify grey areas:

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

Bakery Industry: Challenges & opportunities:

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

Karnataka bakeries on expansion mode:

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

Problems of bakery sector:

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

Indian bakery ingredients market registers 20 % growth:

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

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

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

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

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

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

The All-India Bread Manufacturers Association (AIBMA) figures show that the estimated production in the organized sector in 2004-05 was 15 lakh tonnes, while the production of baked foods including bread, pastries and cakes has been 19.24 lakh tones. The association also point out that the growth of the bread manufacturing sector has been constant or declining during the recent times. It has been estimated that the bread industry grew by 10% during 1990-2000 and declined by 6.5 % during the next four years. The projection for 2005 and 20006 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

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

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

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

¹⁷Indian food processing industry poised for huge growth.

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

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

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

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

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

¹⁸More in the offing from GBL

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

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

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

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

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

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

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

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

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.

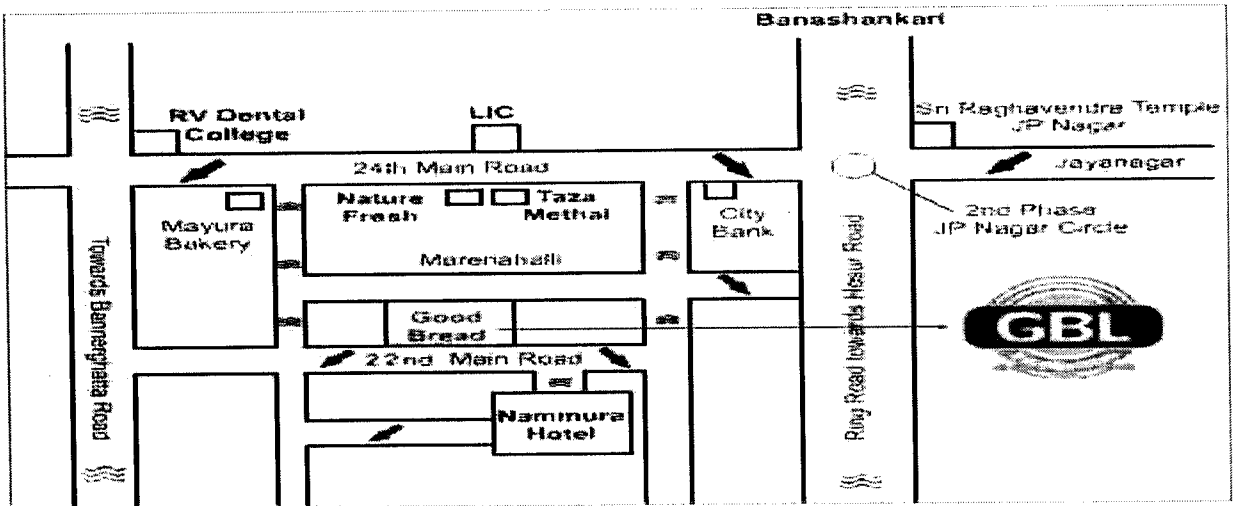
The second chapter discusses about the organization profile that includes the history of the organisation, management, product profile, competitive strength of the company and future plans of the company.

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,

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**

**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 |

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 | Capcicum Puffs | 80 |
| 8 | Cheese Puffs | 80 |
| 9 | Paneer Puffs | 80 |
| 10 | Egg Puffs | 80 |
| 11 | Chilly Puffs | 80 |
| 14 | Plain Croissant | 80 |
| 15 | Vegetable stuffed Croissant | 80 |

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

2.5 Competitive strength of the company

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

2.6 Future plans

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

2.7 Description of various functional areas.

Marketing:

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

Human Resources:

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

Finance:

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

Operations:

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

3. MACRO-MICRO ANALYSIS

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

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

Growth Highlights

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

Bread Industry

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

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

Policy Initiatives in the Food Processing Sector:

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

- 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%.

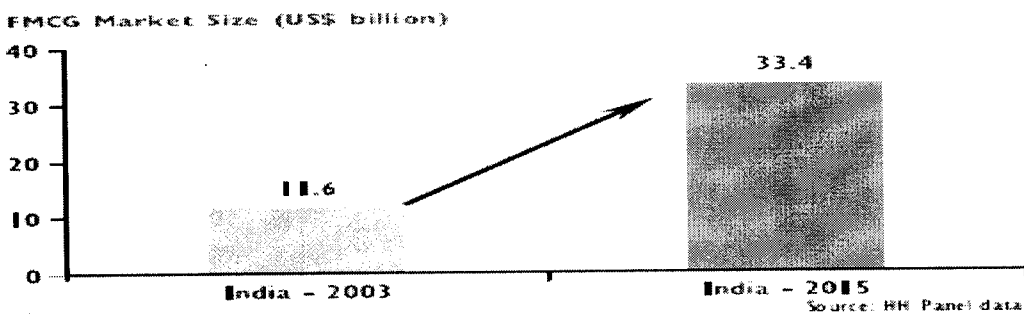
In the basic food segment there is dominance of the regional unorganized sector. This is to some extent due to government policies of the past, wherein, many segments were reserved for the small-scale industry. However, the segments, which are dominated by the unorganized sector, have the potential to 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

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



Consumer expenditure on food (US\$ billion)



Identifying the segments in FMCG

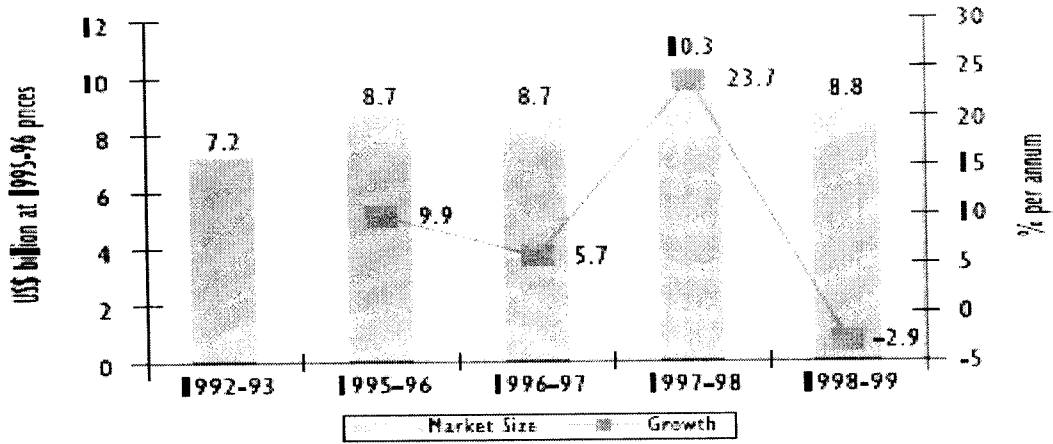
A brief description of the Indian FMCG industry is given in the table below.

Product wise production (2004)

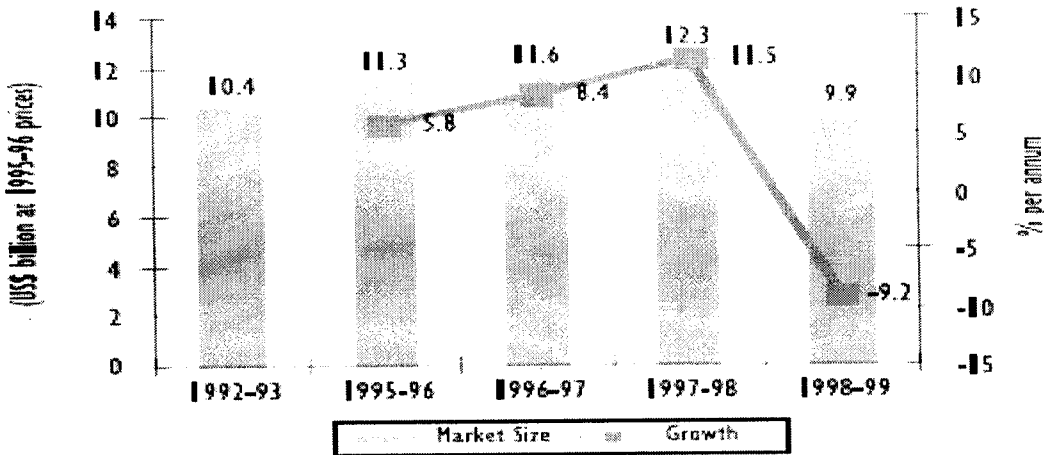
| Segment | Unit | Size | Key Players | Share of market leader (%) |
|-------------------------|------------|------|---|----------------------------|
| Household care | | | | 62 |
| Fabric wash market | Mn tonnes | 50 | HLL, P&G, Nirma, SPIC | 38 |
| Laundry soaps/bars | US\$ mn | 1102 | | |
| Detergent 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 Biseri, 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 |

The rural-urban break-up

Indian FMCG market - urban

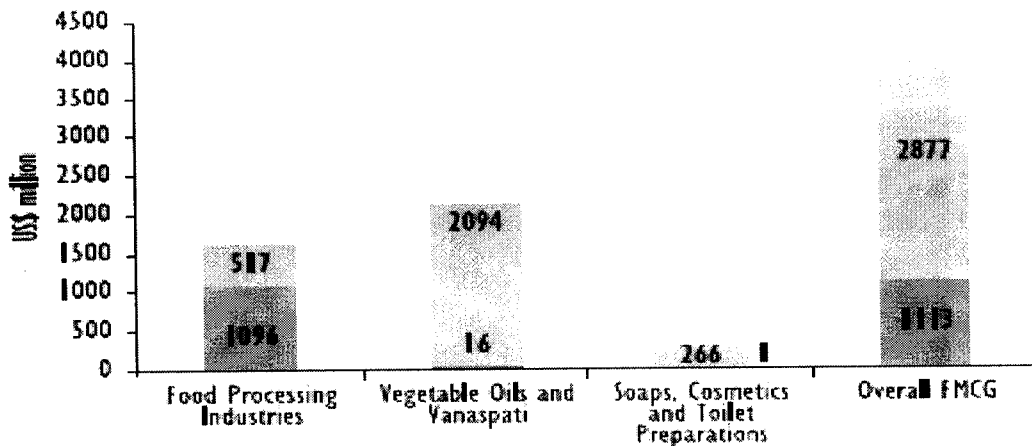


Indian FMCG market - rural



Source: Indian Market Demographic Report, NCAER.

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



1.1 Tables showing Route 1 details for 26-2, 27-2, 28-2-08 respectively.

| STARTING TIME | 7:08 AM | DATE | 26/2/2008 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|-------------------------|---------|-----------|-------------|--------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|----------|------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| ENDING TIME | 3:20 PM | ROUTE | I | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DRIVER | I | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| S.NO | NAME OF THE SHOP | TIME IN | TIME OUT | TIME SPENT | TRANSIT TIME | BREAD | BUN | E.PUFF | V.PUFF | D.PASANT | CR.BUN. | J.BUN | RUSK | PAV.BUN | Total | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | MAYURA BAKERY | 7:11 | 7:16 | 0:05 | 0:03 | 18 | | | | | | | | | 18 | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | MAYURA BAKERY | 7:30 | 7:35 | 0:05 | 0:14 | 16 | | | | | | | | | 16 | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | SRI RAMA CONDIMENTS | 7:39 | 7:48 | 0:09 | 0:04 | 10 | 7 | 15 | | 2 | 20 | | | | 54 | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | HOME | 7:57 | 8:03 | 0:06 | 0:09 | | 18 | | | | | | | | 18 | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | SRI GANESH CORNER | 8:04 | 8:06 | 0:02 | 0:01 | | 2 | | | | | | | | 2 | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | ADIGAS VASAVI HOTEL | 8:06 | 8:09 | 0:03 | 0:00 | | 4 | | | | | | | | 4 | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | MANDHINI MILK CORNER | 8:10 | 8:10 | 0:00 | 0:01 | | | | | | | | | | 0 | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | KAMAT MANERVA | 8:12 | 8:22 | 0:10 | 0:02 | 9 | | | | | | | | 5 | 14 | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | ST. PHILOMENA'S CANTEEN | 8:41 | 9:09 | 0:28 | 0:19 | 5 | 3 | 60 | 20 | | | 10 | 15 | | 113 | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | PATEL STORE | 9:24 | 9:30 | 0:06 | 0:15 | 10 | | | | | | | | | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | KAMAT RESTAURANT | 9:39 | 9:39 | 0:01 | 0:08 | | | | | | | | | | 13 | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | MAYURA BAKERY | 9:40 | 9:42 | 0:02 | 0:12 | | 13 | | | | | | | | 13 | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | MAHAVEER (HOME) | 9:54 | 10:10 | 0:16 | 0:00 | | 6 | | | | | | | | 6 | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | S.N.S. GROUP | 10:10 | 10:13 | 0:03 | 0:00 | | 4 | | | | | | | | 4 | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | SOMRAJ | 10:13 | 10:17 | 0:04 | 0:00 | | 5 | | | | | | | | 5 | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | BARATHRAJ | 10:17 | 10:20 | 0:03 | 0:03 | | 5 | | | | | | | | 5 | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | SNEKA CONDIMENTS | 10:23 | 10:25 | 0:02 | 0:02 | | 10 | | | | | | | | 25 | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | MAGALAKSHMI STORE | 10:27 | 10:38 | 0:11 | 0:02 | | 15 | | | | | | | | 0 | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | KAMAT | 10:40 | 10:44 | 0:04 | 0:02 | | | | | | | | | | 4 | | | | | | | | | | | | | | | | | | | | | | | |
| 20 | SRI RAM CONDIMENTS | 10:45 | 10:48 | 0:03 | 0:01 | | 5 | | | | | | | | 5 | | | | | | | | | | | | | | | | | | | | | | | |
| 21 | KAMADENU CONDIMENTS | 10:48 | 10:53 | 0:05 | 0:00 | | 3 | | | | | | | | 8 | | | | | | | | | | | | | | | | | | | | | | | |
| 22 | GANESH CONDIMENTS | 10:54 | 10:57 | 0:03 | 0:01 | | 5 | | | | | | | | 7 | | | | | | | | | | | | | | | | | | | | | | | |
| 23 | ADIGAS | 11:10 | 11:20 | 0:10 | 0:13 | | 10 | | | | | | | | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| 24 | HOTEL BANGALORE | 11:20 | 11:29 | 0:09 | 0:00 | | 4 | | | | | | | | 4 | | | | | | | | | | | | | | | | | | | | | | | |
| 25 | BHARAT STORE | 11:45 | 11:53 | 0:08 | 0:16 | | 8 | | | | | | 2 | | 11 | | | | | | | | | | | | | | | | | | | | | | | |
| 26 | COURT CANTEEN | 11:58 | 12:11 | 0:13 | 0:05 | | 7 | | | | | | | | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| 27 | MRA CONDIMENTS | 12:13 | 12:15 | 0:02 | 0:02 | | 2 | | | | 10 | | 1 | | 13 | | | | | | | | | | | | | | | | | | | | | | | |
| 28 | DURGA CONDIMENTS | 12:15 | 12:15 | 0:00 | 0:00 | | | | | | | | | | 0 | | | | | | | | | | | | | | | | | | | | | | | |
| 29 | SRI MARUTHI CONDIMENTS | 12:16 | 12:26 | 0:10 | 0:01 | | 2 | | | 8 | 10 | | | | 22 | | | | | | | | | | | | | | | | | | | | | | | |
| 30 | G.R.STORE | 12:26 | 12:27 | 0:01 | 0:00 | | | | | | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | |
| 31 | H.V.M.STORE | 12:39 | 12:42 | 0:03 | 0:12 | | 2 | | | | | | | | 2 | | | | | | | | | | | | | | | | | | | | | | | |
| 32 | RIFA BAKERY | 12:43 | 12:48 | 0:05 | 0:01 | | 3 | | | | | | | | 9 | | | | | | | | | | | | | | | | | | | | | | | |
| 33 | STORE | 12:48 | 12:55 | 0:07 | 0:00 | | 2 | | | | | | | 2 | 5 | | | | | | | | | | | | | | | | | | | | | | | |
| 34 | RASHIDHA STORE | 12:57 | 1:01 | 0:04 | 0:02 | | 9 | | | | | | | | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| 35 | C.K.STORE | 1:01 | 1:04 | 0:03 | 0:00 | | 2 | | | | | | | | 2 | | | | | | | | | | | | | | | | | | | | | | | |
| 36 | MARUTHI STORE | 1:08 | 1:10 | 0:02 | 0:04 | | 1 | | | | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | |
| 37 | VINAYAGA CONDIMENTS | 1:10 | 1:11 | 0:01 | 0:00 | | 1 | | | | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | |
| 38 | G.S.M. STORE | 1:13 | 1:16 | 0:03 | 0:02 | | 2 | | | | | | | | 3 | | | | | | | | | | | | | | | | | | | | | | | |
| 39 | MAHESH STORE | 1:18 | 1:23 | 0:05 | 0:02 | | 4 | | | | | | | | 8 | | | | | | | | | | | | | | | | | | | | | | | |
| 40 | MANJUNDESHWARA STORE | 1:24 | 1:26 | 0:02 | 0:01 | | 3 | | | | | | | | 3 | | | | | | | | | | | | | | | | | | | | | | | |
| 41 | STORE | 1:26 | 1:29 | 0:03 | 0:00 | | 5 | | | | | | | | 6 | | | | | | | | | | | | | | | | | | | | | | | |
| 42 | M.N.R. PROVISION | 1:32 | 1:37 | 0:05 | 0:03 | | 4 | | | | | | | | 12 | | | | | | | | | | | | | | | | | | | | | | | |
| 43 | SRI BASHESHWARA STORE | 1:40 | 1:47 | 0:07 | 0:03 | | 8 | | | | | | | | 12 | | | | | | | | | | | | | | | | | | | | | | | |
| 44 | LAKSHMI STORE | 1:47 | 1:53 | 0:06 | 0:00 | | 8 | | | | | | | | 8 | | | | | | | | | | | | | | | | | | | | | | | |
| 45 | STORE | 2:19 | 2:21 | 0:02 | 0:26 | | | | | | | | | | 0 | | | | | | | | | | | | | | | | | | | | | | | |
| Total | | | | 4:02 | 3:11 | 187 | 173 | 60 | 35 | 10 | 40 | 14 | 31 | 5 | 555 | | | | | | | | | | | | | | | | | | | | | | | |

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

| STARTING TIME | DATE | TIME IN | TIME OUT | TIME SPENT | TRANSIT TIME | BREAD | BUIN | EPUFF | V.PUFF | D.PASANT | CR.BUN | LBUN | RUSK | APP.CAKE | PAV.BUN | CUPCAKE | Total |
|---------------|------------|---------|----------|-------------|--------------|------------|------------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|------------|
| ENDING TIME | ROUTE | | | | | | | | | | | | | | | | |
| DRIVER NAME | | | | | | | | | | | | | | | | | |
| 7:03 AM | 28/12/2008 | 7:05 | 7:13 | 0:08 | 0:02 | 16 | - | - | - | - | - | - | - | - | - | - | 16 |
| 3:20 PM | | 7:19 | 7:25 | 0:06 | 0:06 | 15 | - | - | - | - | - | - | - | - | - | - | 15 |
| | | 7:29 | 7:41 | 0:12 | 0:12 | 10 | 7 | - | 15 | 2 | 10 | - | - | - | - | - | 44 |
| | | 7:49 | 7:56 | 0:07 | 0:08 | 15 | - | - | - | - | - | - | - | - | - | - | 15 |
| | | 7:58 | 7:58 | 0:00 | 0:02 | 4 | - | - | - | - | - | - | - | - | - | - | 4 |
| | | 8:04 | 8:04 | 0:05 | 0:01 | 4 | - | - | - | - | - | - | - | - | - | - | 1 |
| | | 8:06 | 8:07 | 0:01 | 0:02 | 1 | - | - | - | - | 5 | 5 | - | 10 | - | - | 20 |
| | | 8:15 | 8:15 | 0:02 | 0:06 | 2 | - | - | 5 | - | - | - | - | - | - | - | 7 |
| | | 8:16 | 8:17 | 0:01 | 0:01 | 10 | - | - | - | - | - | - | - | - | 10 | - | 20 |
| | | 8:17 | 8:29 | 0:12 | 0:00 | 10 | - | - | - | - | - | - | - | - | - | - | 118 |
| | | 9:20 | 9:20 | 0:23 | 0:28 | 25 | 3 | 60 | 15 | - | - | 15 | - | - | - | - | 5 |
| | | 9:49 | 9:54 | 0:05 | 0:29 | 5 | - | - | - | - | - | - | - | - | - | - | 15 |
| | | 9:58 | 10:00 | 0:02 | 0:04 | 10 | - | - | - | - | - | - | - | - | - | - | 60 |
| | | 10:15 | 10:27 | 0:12 | 0:15 | 60 | - | - | - | - | - | - | - | - | - | - | 5 |
| | | 10:32 | 10:35 | 0:03 | 0:05 | 5 | - | - | - | - | - | - | - | - | - | - | 4 |
| | | 10:35 | 10:40 | 0:05 | 0:00 | 4 | - | - | - | - | - | - | - | - | - | - | 5 |
| | | 10:40 | 10:47 | 0:07 | 0:00 | 5 | - | - | - | - | - | - | - | - | - | - | 1 |
| | | 10:47 | 10:49 | 0:02 | 0:00 | 1 | - | - | - | - | - | - | - | - | - | - | 15 |
| | | 10:58 | 10:58 | 0:05 | 0:04 | 10 | 5 | 6 | - | - | - | - | - | - | - | - | 6 |
| | | 11:00 | 11:04 | 0:04 | 0:02 | 6 | - | - | - | - | - | - | - | - | - | - | 0 |
| | | 11:09 | 11:13 | 0:04 | 0:03 | 6 | 6 | - | - | - | - | - | - | - | - | - | 12 |
| | | 11:15 | 11:18 | 0:03 | 0:02 | 2 | 1 | - | - | - | - | - | - | - | - | - | 3 |
| | | 11:22 | 11:29 | 0:07 | 0:04 | 5 | 1 | - | - | - | - | - | - | - | - | - | 6 |
| | | 11:40 | 11:44 | 0:04 | 0:11 | 5 | 1 | - | - | - | - | - | - | - | - | - | 4 |
| | | 11:48 | 12:07 | 0:18 | 0:00 | 3 | 1 | - | - | - | - | - | - | - | - | - | 13 |
| | | 12:08 | 12:13 | 0:05 | 0:01 | 5 | 8 | - | - | - | - | - | - | - | - | - | 18 |
| | | 12:13 | 12:18 | 0:05 | 0:01 | 5 | 3 | - | - | - | - | - | - | - | - | - | 5 |
| | | 12:18 | 12:22 | 0:04 | 0:00 | 5 | 2 | - | - | 4 | 5 | - | - | - | - | - | 11 |
| | | 12:23 | 12:23 | 0:01 | 0:00 | 6 | 1 | - | - | - | - | - | - | - | - | - | 0 |
| | | 12:23 | 12:28 | 0:05 | 0:00 | 6 | 1 | - | - | - | - | - | - | - | - | - | 18 |
| | | 12:40 | 12:51 | 0:11 | 0:12 | 15 | 3 | - | - | - | - | - | - | - | - | - | 0 |
| | | 1:10 | 1:10 | 0:00 | 0:19 | 2 | - | - | - | - | - | - | - | - | - | - | 2 |
| | | 1:10 | 1:11 | 0:01 | 0:00 | 2 | - | - | - | - | - | - | - | - | - | - | 3 |
| | | 1:17 | 1:19 | 0:02 | 0:06 | 3 | - | - | - | - | - | - | - | - | - | - | 3 |
| | | 1:20 | 1:20 | 0:01 | 0:00 | 3 | - | - | - | - | - | - | - | - | - | - | 3 |
| | | 1:23 | 1:23 | 0:03 | 0:00 | 3 | - | - | - | - | - | - | - | - | - | - | 1 |
| | | 1:24 | 1:24 | 0:01 | 0:03 | 5 | 4 | - | - | - | - | - | - | - | - | - | 9 |
| | | 1:29 | 1:29 | 0:00 | 0:02 | 5 | 1 | - | - | - | - | - | - | - | - | - | 0 |
| | | 1:30 | 1:43 | 0:13 | 0:00 | 2 | 5 | - | - | - | - | - | - | - | - | - | 7 |
| | | 1:59 | 2:08 | 0:09 | 0:16 | 1 | 5 | - | - | - | - | - | - | - | - | - | 6 |
| | | 2:09 | 2:14 | 0:05 | 0:01 | 3 | 2 | - | - | - | - | - | - | - | - | - | 5 |
| Total | | | | 3:51 | 3:20 | 184 | 158 | 60 | 35 | 6 | 30 | 20 | 0 | 10 | 10 | 5 | 518 |

Observations

Date: 26-2-08

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

Date: 27-2-08

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

Date: 28-2-08

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

About the driver and the vehicle

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

Observations

Date: 6-3-08

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

Date: 7-3-08

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

About the driver and the vehicle

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

| STARTING TIME | 7:05 AM | DATE | 22/2/2008 | | | | | | | | | | | | | |
|---------------|--------------------------------|---------|-----------|-------------|--------------|------------|-----------|------------|------------|-----------|------------|------------|-----------|----------|----------|------------|
| ENDING TIME | 3:30 PM | ROUTE | III | | | | | | | | | | | | | |
| DRIVER NAME | III | | | | | | | | | | | | | | | |
| S.NO | NAME OF THE SHOP | TIME IN | TIME OUT | TIME SPENT | TRANSIT TIME | BREAD | BUN | E.PUFF | V.PUFF | V.ROLL | SAMOSAS | POT.BUN | CHOC.CAKE | RUSK | PAY.BUN | Total |
| 1 | PES COLLEGE CANTEEN -1 | 7:26 | 7:47 | 0:21 | 0:21 | 50 | - | 40 | 40 | - | - | - | - | - | - | 130 |
| 2 | PES COLLEGE CANTEEN -2 | 7:47 | 8:22 | 0:35 | 0:00 | - | - | - | 110 | 30 | 70 | 100 | 60 | - | - | 370 |
| 3 | PES COLLEGE CANTEEN -3 | 8:22 | 8:26 | 0:04 | 0:00 | - | 5 | 60 | 30 | - | - | - | - | - | - | 95 |
| 4 | GURU SREE CONDIMENTS | 8:53 | 8:57 | 0:04 | 0:27 | - | - | - | - | - | 30 | - | - | - | - | 30 |
| 5 | MATHAJI PROVISION | 9:20 | 9:20 | 0:00 | 0:23 | - | - | - | - | - | - | - | - | - | - | 0 |
| 6 | NAVENA DEPARTMENTAL | 9:21 | 9:21 | 0:00 | 0:01 | - | - | - | - | - | - | - | - | - | - | 0 |
| 7 | MANDIRA FAST FOOD&CONDIMENTS | 9:22 | 9:23 | 0:01 | 0:01 | 14 | 1 | - | - | - | - | - | - | - | - | 1 |
| 8 | HONEY BEE BAKERY | 9:27 | 9:30 | 0:03 | 0:04 | - | 4 | - | - | - | - | - | - | - | - | 4 |
| 9 | SRI MANJUMATHA CONDIMENTS | 9:57 | 10:00 | 0:03 | 0:00 | - | 12 | - | - | - | - | - | - | - | - | 12 |
| 10 | IGCL INDIA | 10:00 | 10:03 | 0:03 | 0:01 | - | 7 | - | - | - | - | - | - | - | - | 7 |
| 11 | JONSHAN&SMITH CO. | 10:04 | 10:06 | 0:02 | 0:00 | 2 | - | - | - | - | - | - | - | 2 | - | 2 |
| 12 | MICRO COLD FORGE | 10:06 | 10:08 | 0:02 | 0:01 | - | 2 | - | - | - | - | - | - | - | - | 4 |
| 13 | PRAGATI TRANSMISSION | 10:09 | 10:11 | 0:02 | 0:00 | 1 | - | - | - | - | - | - | - | - | - | 1 |
| 14 | TANISH TECHNOLOGIES | 10:11 | 10:12 | 0:01 | 0:00 | - | 5 | - | - | - | - | - | - | - | - | 5 |
| 15 | PHARMA PACK INDUSTRY | 10:15 | 10:16 | 0:01 | 0:03 | - | 3 | - | - | - | - | - | - | - | - | 3 |
| 16 | L.T.KARLE | 10:19 | 10:21 | 0:02 | 0:03 | - | 10 | - | - | - | - | - | - | - | - | 10 |
| 17 | G.F.A | 10:21 | 10:25 | 0:04 | 0:00 | - | 6 | - | - | - | - | - | - | - | - | 6 |
| 18 | PRASANITHI POLYMERS | 10:27 | 10:30 | 0:03 | 0:02 | 6 | - | - | - | - | - | - | - | - | - | 6 |
| 19 | SRI DURGA TRADERS | 10:34 | 10:38 | 0:04 | 0:04 | 6 | - | - | - | - | - | - | - | - | - | 6 |
| 20 | SRI VINAYAGA CONDIMENTS | 10:42 | 10:47 | 0:05 | 0:04 | - | - | - | - | - | - | - | - | 1 | - | 1 |
| 21 | LUCKY STORE * | 10:56 | 10:57 | 0:01 | 0:09 | - | - | - | - | - | - | - | - | - | - | 0 |
| 22 | SRI RAJESHWARI STORE | 10:57 | 10:59 | 0:02 | 0:00 | - | 2 | - | - | - | - | - | - | - | - | 2 |
| 23 | FAMOUS BAKERY * | 11:02 | 11:02 | 0:00 | 0:03 | - | - | - | - | - | - | - | - | - | - | 0 |
| 24 | VIPUL BAKERY | 11:14 | 11:16 | 0:02 | 0:12 | 2 | - | - | - | - | - | - | - | - | - | 2 |
| 25 | ANAND STORE | 11:25 | 11:28 | 0:03 | 0:09 | - | 6 | - | - | - | - | - | - | - | - | 6 |
| 26 | SRINIVASA ENTERPRISES | 11:35 | 11:37 | 0:02 | 0:07 | - | 1 | - | - | - | - | - | - | - | - | 1 |
| 27 | BANASHANKARI STORE | 11:53 | 11:55 | 0:02 | 0:16 | 1 | 2 | - | - | - | - | - | - | - | - | 3 |
| 28 | SRI VENKATESHWARA DEPARTMENTAL | 11:57 | 12:10 | 0:13 | 0:02 | 3 | 8 | - | - | - | - | - | - | - | - | 11 |
| 29 | KRISHNA DEPARTMENTAL | 12:12 | 12:20 | 0:08 | 0:02 | 4 | 2 | - | - | - | - | - | - | - | - | 6 |
| 30 | SRI MARUTHI DEPARTMENTAL | 12:21 | 12:24 | 0:03 | 0:01 | 2 | - | - | - | - | - | - | - | - | - | 2 |
| 31 | SRI BALAJI DEPARTMENTAL | 12:25 | 12:28 | 0:03 | 0:01 | 2 | 1 | - | - | - | - | - | - | - | - | 3 |
| 32 | TACHARA STORE | 12:36 | 12:39 | 0:01 | 0:10 | - | - | - | - | - | - | - | - | - | - | 0 |
| 33 | MATHAJI PROVISION | 12:41 | 12:47 | 0:06 | 0:02 | 4 | 2 | - | - | - | - | - | - | 2 | - | 6 |
| 34 | JEE ENGINEERING | 1:03 | 1:05 | 0:02 | 0:16 | - | - | - | - | - | - | - | - | - | - | 2 |
| 35 | RHINO RUBBER | 1:06 | 1:08 | 0:02 | 0:01 | 6 | - | - | - | - | - | - | - | - | - | 6 |
| 36 | T-STALL | 1:08 | 1:11 | 0:03 | 0:00 | - | 2 | - | - | - | - | - | - | - | - | 2 |
| 37 | PNEUDRAULIC CYLINDER | 1:22 | 1:24 | 0:02 | 0:11 | - | 6 | - | - | - | - | - | - | - | - | 6 |
| 38 | SRI SAI TOOLS | 1:33 | 1:34 | 0:01 | 0:09 | 2 | - | - | - | - | - | - | - | - | - | 2 |
| Total | | | | 2:36 | 3:53 | 120 | 66 | 100 | 180 | 30 | 100 | 100 | 60 | 5 | 0 | 761 |

servations

ate: 21-2-08

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

ate: 22-2-08

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

ate: 23-2-08

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

about the driver and the vehicle

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

STARTING TIME 7:19:00
ENDING TIME 3:10 PM
DRIVER NAME IV

DATE 16/2/08

ROUTE IV

| NAME OF THE SHOP | TIME IN | TIME OUT | TIME SPENT | TRANSIT TIME | BREAD | BUN | E.PUFF | V.PUFF | DIL.PASANT | TOAST | CR.BUN | SAMDOSA | BUR.BUN | RUSK | CUP.CAKE | Total |
|---------------------------|---------|----------|------------|--------------|-------|-----|--------|--------|------------|-------|--------|---------|---------|-------|----------|-------|
| SRI RAGEVENDRA CONDIMENTS | 7:47 | 7:48 | 0:01 | 0:28 | - | - | - | - | - | - | - | - | - | - | - | 0 |
| AMRUTHA BAKERY | 7:50 | 7:52 | 0:02 | 0:02 | - | - | - | - | - | - | - | - | - | 1 | - | 1 |
| ARYA BAKERY | 7:54 | 7:55 | 0:01 | 0:02 | - | - | - | - | - | - | - | - | - | 1 | - | 1 |
| SRI GANESH BAKERY | 7:59 | 8:07 | 0:08 | 0:04 | 2 | 1 | 10 | 10 | 5 | 5 | - | - | - | - | - | 33 |
| JAGAN STORE | 8:07 | 8:12 | 0:05 | 0:00 | 2 | - | - | - | - | - | - | - | - | - | - | 2 |
| VINAYAKA STORE | 8:12 | 8:14 | 0:02 | 0:00 | 3 | 4 | - | - | - | - | - | - | - | - | - | 7 |
| GANESH BAKERY | 8:18 | 8:38 | 0:20 | 0:04 | 5 | - | 40 | 25 | 3 | 10 | - | - | - | - | - | 88 |
| R.S.STORE | 8:40 | 8:43 | 0:03 | 0:02 | 8 | - | - | - | - | - | - | - | - | - | - | 8 |
| R.K.TRADERS | 8:46 | 9:04 | 0:18 | 0:03 | 15 | 3 | - | - | - | - | - | - | - | - | - | 18 |
| K.R.STORE | 9:04 | 9:10 | 0:06 | 0:00 | 10 | - | - | - | - | 1 | - | - | - | - | - | 11 |
| MAHALAKSHMI STORE | 9:11 | 9:17 | 0:06 | 0:01 | 7 | - | - | - | - | - | - | - | 5 | - | - | 12 |
| NADEEV STORE * | 9:17 | 9:17 | 0:00 | 0:00 | - | - | - | - | - | - | - | - | - | 1 | - | 0 |
| S.S.STORE | 9:17 | 9:24 | 0:07 | 0:00 | 2 | - | - | - | - | - | - | - | - | - | - | 3 |
| FATHIMA STORE | 9:24 | 9:26 | 0:02 | 0:00 | 4 | 1 | - | - | - | - | - | - | - | - | - | 5 |
| STORE | 9:27 | 9:29 | 0:02 | 0:01 | - | 2 | - | - | - | - | - | - | - | - | - | 2 |
| RUMA'S STORE | 9:29 | 9:30 | 0:01 | 0:00 | 3 | - | - | - | - | - | - | - | - | - | - | 3 |
| AVSHA PROVISION | 9:30 | 9:36 | 0:06 | 0:00 | 5 | 6 | - | - | - | - | - | - | - | - | - | 11 |
| KUTTI STORE | 9:39 | 9:43 | 0:04 | 0:03 | - | 15 | - | - | - | - | - | - | - | - | - | 15 |
| MARRY BROWN | 10:03 | 10:18 | 0:15 | 0:20 | - | - | - | - | - | - | - | - | 20 | - | - | 20 |
| RAWINDA STORE * | 10:33 | 10:34 | 0:01 | 0:15 | - | - | - | - | - | - | - | - | - | - | - | 0 |
| KAMALA STORE * | 10:34 | 10:34 | 0:00 | 0:00 | - | - | - | - | - | - | - | - | - | - | - | 0 |
| ANU BAKERY | 10:35 | 10:37 | 0:02 | 0:01 | - | - | - | - | - | - | - | - | - | - | - | 0 |
| SRI DEVI BAKERY | 10:37 | 10:39 | 0:02 | 0:00 | 10 | - | - | - | - | - | - | - | - | - | - | 10 |
| SNEHA BAKERY | 10:41 | 10:43 | 0:02 | 0:02 | 5 | - | - | - | - | - | - | - | - | - | - | 5 |
| T-STALL * | 10:44 | 10:44 | 0:00 | 0:01 | - | - | - | - | - | - | - | - | - | - | - | 0 |
| K.K.PROVISION | 10:54 | 11:03 | 0:09 | 0:10 | 6 | 10 | - | - | - | - | - | - | - | 3 1/2 | - | 19.5 |
| S.K.PROVISION * | 11:10 | 11:10 | 0:00 | 0:07 | - | - | - | - | - | - | - | - | - | - | - | 0 |
| SRI GANESH PROVISION | 11:11 | 11:12 | 0:01 | 0:01 | - | - | - | - | - | - | - | - | - | - | - | 0 |
| RAGAM STORE | 11:13 | 11:16 | 0:03 | 0:01 | 6 | - | - | - | - | - | - | - | - | - | - | 6 |
| VASANTH STORE | 11:17 | 11:23 | 0:06 | 0:01 | 4 | 8 | - | - | - | - | - | - | - | - | - | 12 |
| SURESH STORE | 11:24 | 11:26 | 0:02 | 0:01 | 6 | - | - | - | - | - | - | - | - | - | - | 6 |
| NEW RAINBOW STORE | 11:29 | 11:30 | 0:01 | 0:03 | 5 | - | - | - | - | - | - | - | - | - | - | 5 |
| A.M.K.STORE | 11:32 | 11:36 | 0:04 | 0:02 | 6 | 5 | - | - | - | - | - | - | - | - | - | 11 |
| MAGHANA STORE | 11:37 | 11:40 | 0:03 | 0:01 | 12 | 5 | - | - | - | - | - | - | - | - | - | 17 |
| MOHAN STORE | 11:42 | 11:43 | 0:01 | 0:02 | 2 | 2 | - | - | - | - | - | - | - | - | - | 4 |
| SARAYANA STORE * | 11:45 | 11:45 | 0:00 | 0:02 | - | - | - | - | - | - | - | - | - | - | - | 0 |
| GEETHANJILI PROVISION | 11:47 | 12:01 | 0:14 | 0:02 | 15 | 10 | - | - | - | - | - | - | - | - | - | 25 |
| DEVI STORE | 12:02 | 12:03 | 0:01 | 0:01 | 3 | - | - | - | - | - | - | - | - | - | - | 3 |
| LAKSHMI VEGETABLE MARKET | 12:03 | 12:06 | 0:03 | 0:00 | 3 | - | - | - | 1 | - | - | - | - | - | - | 3 |
| Total | | | 2:44 | 2:03 | 157 | 72 | 50 | 2 | 3 | 15 | 1 | 10 | 20 | 11.5 | 0 | 374.5 |

Observations

Date: 14-2-08

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

Date: 15-2-08

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

Date: 16-2-08

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

About the driver and the vehicle

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

4.5 Tables showing Route S details for 9-3, 10-3-08 respectively.

| S.NO | NAME OF THE SHOP | STARTING TIME | | DATE | DATE | | TIME SPENT | TRANSIT TIME | BREAD | RUN | E.PUFF | V.PUFF | D.PASANT | CR.BUN | RUSK | DIL.KUSH | APP.CAKE | J.BUN | Total |
|-------|-----------------------------|---------------|---------|------|------|----------|------------|--------------|-------|-----|--------|--------|----------|--------|------|----------|----------|-------|-------|
| | | 7:00 AM | 3:00 PM | | | 9/3/2008 | | | | | | | | | | | | | |
| 1 | KARNATAKA T-STALL&BAKRY | 7:08 | 7:13 | 0:05 | 0:08 | | | | | | | | | | | | 5 | 1 | 48 |
| 2 | VIJAYA DARSHINI BAKERY | 7:24 | 7:30 | 0:06 | 0:11 | | | | | | | | | | | | | | 80 |
| 3 | ST.JOHN'S CANTINEEN-1 | 7:35 | 7:55 | 0:20 | 0:05 | | | 20 | 50 | 25 | | | | 5 | | | | 5 | 217 |
| 4 | ST.JOHN'S CANTINEEN-2 | 7:55 | 8:33 | 0:38 | 0:38 | | | 50 | 100 | 40 | | | | | | | | 30 | 420 |
| 5 | ST.JOHN'S CANTINEEN-3 | 8:33 | 8:36 | 0:03 | 0:00 | | | 2 | | | | | | | | | | | 2 |
| 6 | P.M. STORE | 8:47 | 8:50 | 0:03 | 0:11 | | | 3 | | | | | | | | | | | 3 |
| 7 | SRI SHANKAR STORE | 8:50 | 8:51 | 0:01 | 0:00 | | | | | | | | | | | | | | 0 |
| 8 | G.R. STORE | 8:51 | 8:54 | 0:03 | 0:00 | | | 3 | 1 | | | | | | | | | | 4 |
| 9 | SRI RAM STORE | 8:56 | 8:51 | 0:05 | 0:02 | | | | | | | | | | | | | | 0 |
| 10 | SRI VIJAYALAKSHMI STORE | 8:57 | 9:00 | 0:03 | 0:06 | | | 1 | | | | | | | | | | | 1 |
| 11 | ANUGRAHA BAKERY | 9:05 | 9:07 | 0:02 | 0:05 | | | | | | | | | | | | | | 0 |
| 12 | AMRUTH SWEETS&CONDIMENTS | 9:07 | 9:08 | 0:01 | 0:00 | | | | | 1 | | | | | | | | | 0 |
| 13 | T-STALL | 9:08 | 9:09 | 0:01 | 0:00 | | | 4 | 2 | | | | | | | | | | 206 |
| 14 | ST.MARRY'S STORE | 9:11 | 9:17 | 0:06 | 0:02 | | | | | | | | | | | | | | 160 |
| 15 | RAGAVENDRA CONDIMENTS | 9:21 | 9:23 | 0:02 | 0:04 | | | 4 | | | | | | | | | | | 4 |
| 16 | MAYA STORE | 9:23 | 9:28 | 0:05 | 0:00 | | | | | | | | | | | | | | |
| 17 | SRI MANJUNATHA CONDIMENTS | 9:33 | 9:33 | 0:05 | 0:00 | | | 8 | | | | | | 5 | | | | | 18 |
| 18 | K.V. STORE | 9:34 | 9:35 | 0:01 | 0:01 | | | 2 | | | | | | | | | | | 2 |
| 19 | AISHWARYA BAKERY&CONDIMENTS | 9:38 | 9:40 | 0:02 | 0:03 | | | | | | | | | | | | | | 0 |
| 20 | F.M. PROVISION | 9:42 | 9:43 | 0:01 | 0:02 | | | 3 | | | | | | | | | | | 3 |
| 21 | MANJUNATHA PROVISION | 9:45 | 9:46 | 0:01 | 0:02 | | | | | | | | | | | | | | 0 |
| 22 | MANASA CONDIMENTS | 9:48 | 9:48 | 0:02 | 0:00 | | | 2 | | | | | | | | | | | 2 |
| 23 | VINAYAKA ENTERPRISES | 9:48 | 9:52 | 0:04 | 0:00 | | | 10 | | | | | | | | | | | 10 |
| 24 | SWEET LAND | 10:20 | 10:20 | 0:00 | 0:28 | | | | | | | | | | | | | | 0 |
| 25 | DEEPIKA SWEETS | 10:22 | 10:23 | 0:01 | 0:02 | | | | | | | | | | | | | | 0 |
| 26 | SHIVA KALYAN BAKERY | 10:26 | 10:26 | 0:03 | 0:00 | | | 2 | | | | | | | | | | | 2 |
| 27 | KASTURI BAKERY | 10:29 | 10:30 | 0:01 | 0:03 | | | | | | | | | | | | | | 0 |
| 28 | T-STALL | 10:30 | 10:32 | 0:02 | 0:00 | | | 1 | | | | | | | | | | | 1 |
| 29 | LAKSHMI STORE | 10:39 | 10:39 | 0:00 | 0:07 | | | | | | | | | | | | | | 0 |
| 30 | ANUGRAHA STORE | 10:43 | 10:45 | 0:02 | 0:04 | | | 4 | | | | | | | | | | | 4 |
| 31 | OM SAKTHI STORE | 10:49 | 10:49 | 0:00 | 0:04 | | | | | | | | | | | | | | 0 |
| 32 | TAMARIND HOTEL | 10:53 | 11:00 | 0:07 | 0:04 | | | 5 | | | | | | | | | | | 5 |
| 33 | RANOI STORE | 11:04 | 11:05 | 0:01 | 0:04 | | | 3 | | | | | | | | | | | 3 |
| 34 | PRIYA STORE | 11:12 | 11:18 | 0:06 | 0:07 | | | 9 | | | | | | | | | | | 9 |
| 35 | SRI STORE | 11:18 | 11:37 | 0:19 | 0:00 | | | 21 | 12 | | | | | | | | | | 33 |
| 36 | SARANWA STORE | 11:46 | 11:56 | 0:10 | 0:09 | | | 9 | 2 | | | | | | | | | | 11 |
| 37 | M.P.A BAKERY | 11:59 | 12:02 | 0:03 | 0:03 | | | 5 | | | | | | | | | | | 5 |
| 38 | GRACE BAKERY | 12:04 | 12:07 | 0:03 | 0:03 | | | | | | | | | | | | | | 190 |
| 39 | OM SAKTHI STORE | 12:24 | 12:24 | 0:00 | 0:17 | | | 6 | | | | | | | | | | | 180 |
| 40 | K.V. CONDIMENTS | 12:24 | 12:29 | 0:05 | 0:00 | | | 2 | | | | | | | | | | | 2 |
| 41 | OM SAKTHI GENERAL STORE | 12:42 | 12:43 | 0:01 | 0:13 | | | 5 | | | | | | | | | | | 5 |
| 42 | MATHI SHREE IVANGAR BAKERY | 12:47 | 12:52 | 0:05 | 0:04 | | | 9 | 9 | | | | | | | | | | 218 |
| 43 | SHINE BAKERY | 12:58 | 1:10 | 0:12 | 0:06 | | | | | | | | | | | | | | 5 |
| 44 | SHOBA FOOD STUFF | 1:14 | 1:16 | 0:02 | 0:04 | | | 3 | | | | | | | | | | | 3 |
| 45 | MANJUNATHA CONDIMENTS | 1:17 | 1:21 | 0:04 | 0:03 | | | 3 | | | | | | | | | | | 3 |
| 46 | NANDINI MILK CORNER | 1:26 | 1:39 | 0:13 | 0:05 | | | 16 | 13 | | | | | | 200 | | | | 229 |
| 47 | DURGA CONDIMENTS | 1:41 | 1:42 | 0:01 | 0:02 | | | 4 | | | | | | | | | | | 4 |
| 48 | M.A. TRADERS | 1:47 | 1:52 | 0:05 | 0:05 | | | 6 | | | | | | | | | | | 6 |
| 49 | SRI MANIKANDA DEPARTMENTAL | 1:55 | 1:57 | 0:02 | 0:03 | | | 4 | | | | | | | | | | | 4 |
| 50 | SRI GANESH CONDIMENTS | 1:59 | 1:59 | 0:00 | 0:02 | | | | | | | | | | | | | | 0 |
| Total | | | | 3:48 | 3:21 | | | 155 | 119 | 180 | 70 | 2 | 15 | | 1522 | 1 | 10 | 35 | 2109 |

| STARTING TIME | DATE | TIME SPENT | TRANSIT TIME | BREAD | BUJ | EPUFF | V.PUFF | D.PASANT | CR.BUN | RUSK | DIL.KUSH | APP.CAKE | J.BUN | POT.BUN | B.FOREST | V.ROLL | PANEER ROLL | SAMOSA | C.CAKE | COOKIES | CUP.CAKE | Totals | |
|--------------------------|-----------|------------|--------------|--------------|-------|-------|--------|----------|----------|--------|----------|----------|----------|---------|----------|----------|-------------|-------------|--------|---------|----------|----------|--------|
| ENDING TIME | ROUTE | | | | | | | | | | | | | | | | | | | | | | |
| DRIVER NAME | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | |
| 7:18 AM | 10/3/2008 | | | | | | | | | | | | | | | | | | | | | | |
| 4:00 PM | ROUTE | | | | | | | | | | | | | | | | | | | | | | |
| DRIVER NAME | Y | | | | | | | | | | | | | | | | | | | | | | |
| NAME OF THE SHOP | TIME IN | TIME OUT | TIME SPENT | TRANSIT TIME | BREAD | BUJ | EPUFF | V.PUFF | D.PASANT | CR.BUN | RUSK | DIL.KUSH | APP.CAKE | J.BUN | POT.BUN | B.FOREST | V.ROLL | PANEER ROLL | SAMOSA | C.CAKE | COOKIES | CUP.CAKE | Totals |
| MATAKA 1-STAL BAKRY | 7:23 | 7:30 | 0:07 | 0:05 | | | | | 3 | 5 | | 1 | 5 | | | | | | | | | | 48 |
| RULING COMMENCE CANTEEN | 7:36 | 7:38 | 0:02 | 0:06 | 5 | | | | | | | | | | | | | | | | | | 5 |
| | 7:42 | 7:48 | 0:06 | 0:04 | 10 | | | | | | | | | | | | | | | | | | 10 |
| UVA DARSHINI BAKERY | 7:51 | 7:53 | 0:02 | 0:03 | 6 | | | | | | 1 | | | | | | | | | | | | 7 |
| JOHN'S CANTEEN-1 | 8:01 | 8:20 | 0:19 | 0:08 | | 25 | 90 | 35 | | 5 | 1 | | 5 | | | | | | | | | | 161 |
| JOHN'S CANTEEN-2 | 8:20 | 8:48 | 0:28 | 0:00 | | 40 | 170 | 50 | | | | | 50 | | | | | | | | | | 310 |
| JOHN'S CANTEEN-3 | 8:48 | 8:52 | 0:04 | 0:00 | 3 | | | | | | | | | | | | | | | | | | 3 |
| THE NIVAS COLLEGE STORE | 9:08 | 9:23 | 0:15 | 0:16 | | | 15 | 5 | | | | | | 20 | 5 | 10 | 5 | 20 | 20 | | | | 100 |
| SHANKAR STORE | 9:31 | 9:34 | 0:03 | 0:08 | | 3 | | | | | | | | | | | | | | | | 2 | 5 |
| | 9:34 | 9:36 | 0:02 | 0:00 | 2 | 1 | | | | | 1 | | | | | | | | | | | | 4 |
| | 9:36 | 9:37 | 0:01 | 0:00 | | | | | | | | | | | | | | | | | | | 0 |
| RAM STORE | 9:39 | 9:42 | 0:03 | 0:02 | 4 | 1 | | | | | | | | | | | | | | | | | 5 |
| VIJAYALAKSHMI STORE | 9:42 | 9:42 | 0:00 | 0:00 | | | | | | | | | | | | | | | | | | | 0 |
| GRAHA BAKERY | 9:52 | 9:55 | 0:03 | 0:10 | 3 | | | | | | | | | | | | | | | | | | 3 |
| GARRY'S STORE | 9:59 | 10:03 | 0:04 | 0:04 | 4 | | | | | | | | | | | | | | | | | | 4 |
| TA STORE | 10:05 | 10:07 | 0:02 | 0:02 | 1 | | | | | | | | | | | | | | | | | | 1 |
| MANDJINATHA CONDIMENTS | 10:07 | 10:10 | 0:03 | 0:00 | | | | | | 5 | | | 5 | | | | | | | | | | 10 |
| HWARYA BAKERY&CONDIMENTS | 10:13 | 10:15 | 0:02 | 0:03 | | | | | 3 | 5 | | | | | | | | | | | | | 8 |
| | 10:16 | 10:16 | 0:00 | 0:01 | | | | | | | | | | | | | | | | | | | 0 |
| JUNNATHA PROVISION | 10:17 | 10:20 | 0:03 | 0:01 | 4 | | | | | | | | | | | | | | | | | | 4 |
| MASA CONDIMENTS | 10:21 | 10:22 | 0:01 | 0:01 | 4 | | | | | | | | | | | | | | | | | | 4 |
| SVAKA ENTERPRISES | 10:38 | 10:41 | 0:03 | 0:16 | 6 | | | | | | | | | | | | | | | | | | 6 |
| BET LAND | 10:43 | 10:44 | 0:01 | 0:02 | | | | | | | | | | | | | | | | | | | 0 |
| PIKA SWEETS | 10:45 | 10:48 | 0:03 | 0:01 | 2 | | | | | | | | | | | | | | | | | | 2 |
| JAKALANI BAKERY | 10:48 | 10:50 | 0:02 | 0:00 | | | | | | | 1 | | | | | | | | | | | | 1 |
| TURI BAKERY | 10:59 | 11:03 | 0:04 | 0:09 | 6 | | | | | | | | | | | | | | | | | | 6 |
| LIRA BAKERY | 11:13 | 11:23 | 0:03 | 0:10 | | | | | | | | | | | | | | | | | 2 | 8 | 10 |
| ANT CANTEEN | 11:26 | 11:32 | 0:06 | 0:03 | 6 | | | | | | | | | | | | | | | | | | 6 |
| BENAKA SRI STORE | 11:33 | 11:35 | 0:02 | 0:01 | | 10 | | | | | | | | | | | | | | | | | 10 |
| GRAHA STORE | 11:37 | 11:40 | 0:03 | 0:02 | 3 | | | | | | | | | | | | | | | | | | 3 |
| | 11:55 | 12:00 | 0:05 | 0:15 | 7 | | | | | | | | | | | | | | | | | | 7 |
| TA STORE | 12:00 | 12:12 | 0:12 | 0:00 | 9 | | | | | | | | | | | | | | | | | | 1 |
| ISTORE | 12:00 | 12:12 | 0:12 | 0:00 | 9 | | | | | | | | | | | | | | | | | | 1 |
| | 2:34 | 2:13 | 2:13 | 2:13 | 85 | 80 | 305 | 94 | 6 | 20 | 4 | 1 | 10 | 55 | 20 | 5 | 10 | 5 | 20 | 20 | 3 | 10 | 753 |

Observations

Date: 9-3-08

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

Date: 10-3-08

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

About the driver and the vehicle

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



4.6 Tables showing Route 6 details for 7-2, 8-2, 9-2-08 respectively.

| S.NO | NAME OF THE SHOP | STARTING TIME | | DATE | | ROUTE | VI | TIME IN | TIME OUT | TIME SPENT | TRANSIT TIME | BREAD | BUN | E.PUFF | V.PUFF | IDIL | PASANT | BUR.BUN | PAV BUN | POT BUN | RUSK | Total | |
|--------------|-------------------------------------|---------------|---------|-------------|----------|-------|----|---------|----------|------------|--------------|------------|-----------|-----------|-----------|----------|-----------|----------|-----------|----------|----------|------------|---|
| | | 6:50 AM | 3:10 PM | 7/2/2008 | 7/2/2008 | | | | | | | | | | | | | | | | | | |
| 1 | SRI GANESH CONDIMENTS | 7:02 | 7:05 | 0:03 | | | | | | | 0:12 | 6 | | | | | | | | | | 6 | |
| 2 | SRI LAKSHMI HOME NEEDS | 7:07 | 7:09 | 0:02 | | | | | | | 0:02 | 6 | | | | | | | | | | | 6 |
| 3 | SRI MATHA STORE | 7:10 | 7:12 | 0:02 | | | | | | | 0:01 | 2 | | | | | | | | | 1 | 3 | |
| 4 | LAKSHMI RICE CORNER | 7:14 | 7:17 | 0:03 | | | | | | | 0:02 | 3 | | | | | | | | | | 3 | |
| 5 | MANJUNATHA SWEETS | 7:21 | 7:23 | 0:02 | | | | | | | 0:04 | 2 | | | | | | | | | | 2 | |
| 6 | GOWTHAM AGENCIES | 7:23 | 7:24 | 0:01 | | | | | | | 0:00 | 1 | | | | | | | | | | 1 | |
| 7 | SRI LAKSHMI VENKATESHWARA STORE | 7:25 | 7:26 | 0:01 | | | | | | | 0:01 | 2 | | | | | | | | | | 4 | |
| 8 | GURUKRUPA CONDIMENTS | 7:31 | 7:34 | 0:03 | | | | | | | 0:05 | 5 | | | | | | | | | | 5 | |
| 9 | SRI MANJUNATHA CONDIMENTS | 7:36 | 7:38 | 0:02 | | | | | | | 0:02 | 2 | | | | | | | | | | 2 | |
| 10 | STORE | 7:39 | 7:42 | 0:03 | | | | | | | 0:01 | 4 | | | | | | | | | | 4 | |
| 11 | DEEPAK STORE | 7:42 | 7:45 | 0:03 | | | | | | | 0:00 | 1 | | | | | | | | | | 1 | |
| 12 | BRIGADE CAFETERIA * | 7:48 | 7:49 | 0:01 | | | | | | | 0:03 | | | | | | | | | | | 0 | |
| 13 | SHIVA SHAKTHI ENTERPRISES | 7:51 | 7:55 | 0:04 | | | | | | | 0:02 | 14 | | | | | | | | | | 19 | |
| 14 | SHANATHI SAGAR | 7:55 | 7:58 | 0:03 | | | | | | | 0:00 | 4 | | | | | | | | | | 4 | |
| 15 | ALSHWARYA STORES&BAKES | 7:59 | 8:02 | 0:03 | | | | | | | 0:01 | 6 | | | | | | | | | | 6 | |
| 16 | IBS CANTEEN | 8:14 | 8:20 | 0:06 | | | | | | | 0:12 | 20 | | 10 | | | | | | | | 33 | |
| 17 | SRI BALAJI ICE MAGIC BAKERY | 8:29 | 8:32 | 0:03 | | | | | | | 0:09 | 7 | | | | | | | | | | 7 | |
| 18 | TIARA BAKES | 8:38 | 8:43 | 0:05 | | | | | | | 0:06 | 4 | | 5 | | | | | | | | 14 | |
| 19 | ANNAPOORNA BAKERY | 8:48 | 8:52 | 0:04 | | | | | | | 0:05 | 2 | | 15 | | | | | | | | 20 | |
| 20 | CORN CLUB | 9:12 | 9:16 | 0:04 | | | | | | | 0:20 | 3 | | 1 | | | | | | | | 9 | |
| 21 | VENKATESHWARA CONDIMENTS | 9:19 | 9:20 | 0:01 | | | | | | | 0:03 | | | | | | | | | | | 3 | |
| 22 | KRISHNA DEPARTMENTAL * | 9:20 | 9:20 | 0:00 | | | | | | | 0:00 | | | | | | | | | | | 0 | |
| 23 | BEERESHWARA STORE | 9:22 | 9:25 | 0:03 | | | | | | | 0:02 | 7 | | | | | | | | | | 7 | |
| 24 | SRI VASAVI PROVISION | 9:28 | 9:30 | 0:02 | | | | | | | 0:03 | 2 | | | | | | | | | | 2 | |
| 25 | SRINIVASA STORE * | 9:31 | 9:31 | 0:00 | | | | | | | 0:01 | | | | | | | | | | | 0 | |
| 26 | CHANDRU TRADERS | 9:33 | 9:35 | 0:02 | | | | | | | 0:02 | 6 | | 2 | | | | | | | 15 | 8 | |
| 27 | SAVI RUCHI BAKERY | 9:38 | 9:42 | 0:04 | | | | | | | 0:03 | 8 | | | | | | | | | | 15 | |
| 28 | ANIL PROVISION | 9:45 | 9:46 | 0:01 | | | | | | | 0:03 | 8 | | | | | | | | | | 8 | |
| 29 | ASHA CONDIMENTS * | 9:46 | 9:46 | 0:00 | | | | | | | 0:00 | | | | | | | | | | | 0 | |
| 30 | SRI VENKATESHWARA SWEETS&BAKES | 9:49 | 9:58 | 0:09 | | | | | | | 0:03 | 8 | | 4 | | | | | | | | 12 | |
| 31 | TULSI PROVISION * | 10:04 | 10:05 | 0:01 | | | | | | | 0:06 | | | | | | | | | | | 0 | |
| 32 | SANDHYA STORE * | 10:05 | 10:06 | 0:01 | | | | | | | 0:00 | | | | | | | | | | | 0 | |
| 33 | MADESHWARA TRADERS * | 10:06 | 10:07 | 0:01 | | | | | | | 0:00 | | | | | | | | | | | 0 | |
| 34 | PARVATHI STORE | 10:07 | 10:12 | 0:05 | | | | | | | 0:00 | 5 | | 2 | | | | | | | | 7 | |
| 35 | ASHOK STORE | 10:12 | 10:13 | 0:01 | | | | | | | 0:00 | 2 | | | | | | | | | | 2 | |
| 36 | SRI RAJARAJESHWARI BAKERY ** | 10:19 | 10:21 | 0:02 | | | | | | | 0:06 | | | | | | | | | | | 0 | |
| 37 | M.N.R.STORE | 10:21 | 10:23 | 0:02 | | | | | | | 0:00 | 4 | | | | | | | | | | 4 | |
| 38 | POOJA STORE * | 10:24 | 10:25 | 0:01 | | | | | | | 0:01 | | | | | | | | | | | 0 | |
| 39 | TOYOTA KIRLOSKAR ** | 11:25 | 12:10 | 0:45 | | | | | | | 1:00 | | | | | | | | | | | 0 | |
| 40 | CHRIST COLLEGE CANTEEN | 12:26 | 12:36 | 0:10 | | | | | | | 0:16 | 35 | | | | | | | | | | 44 | |
| 41 | SRI RAJARAJESHWARI HOSPITAL CANTEEN | 12:52 | 12:55 | 0:03 | | | | | | | 0:16 | 3 | | | | | | | | | | 5 | |
| 42 | SANJANA ENTERPRISES | 1:02 | 1:06 | 0:04 | | | | | | | 0:07 | 4 | | | | | | | | | | 4 | |
| 43 | MANJUNATHA STORE | 1:08 | 1:10 | 0:02 | | | | | | | 0:02 | | | | | | | | | | | 1 | |
| 44 | STORE | 1:10 | 1:12 | 0:02 | | | | | | | 0:00 | | | 1 | | | | | | | | 1 | |
| 45 | SUMUKHA STORE | 1:13 | 1:20 | 0:07 | | | | | | | 0:01 | 12 | | | | | | | | | | 12 | |
| 46 | MANJUNATHA SWEETS&CONDIMENTS | 1:20 | 1:22 | 0:02 | | | | | | | 0:00 | | | | | | | | | | | 1 | |
| 47 | ANNAPOORNA BAKERY | 2:17 | 2:26 | 0:09 | | | | | | | 0:55 | 3 | | 1 | | | | | | | | 4 | |
| TOTAL | | | | 2:58 | | | | | | | 4:38 | 157 | 36 | 40 | 15 | 6 | 10 | 5 | 15 | 5 | 5 | 289 | |

| STARTING TIME | | ENDING TIME | | DATE | | ROUTE | | VI | | | | | | |
|---------------|---------------------------------------|-------------|----------|------------|--------------|-------|-----|--------|--------|------------|-----------|---------|------|--------------|
| 6:45 AM | | 3:20 PM | | 09/27/2000 | | VI | | VI | | | | | | |
| S.NO | NAME OF THE SHOP | TIME IN | TIME OUT | TIME SPENT | TRANSIT TIME | BREAD | BUN | E.PUFF | V.PUFF | DIL PASANT | CREAM BUN | POT BUN | RUSK | Total |
| 1 | GANESH CONDIMENTS | 7:00 | 7:03 | 0:03 | 0:15 | 4 | - | - | - | - | - | - | - | 4 |
| 2 | MANDUNATHA SWEETS | 7:06 | 7:09 | 0:03 | 0:03 | 2 | - | - | - | - | - | - | - | 2 |
| 3 | MANDUNATHA STORES | 7:09 | 7:10 | 0:01 | 0:00 | 2 | - | - | - | - | - | - | - | 2 |
| 4 | GOWTHAM AGENCIES | 7:10 | 7:12 | 0:02 | 0:00 | 1 | 1 | - | - | - | - | - | - | 2 |
| 5 | SRI LAKSHMI VENKATESHWARA STORE | 7:12 | 7:15 | 0:03 | 0:00 | - | 2 | - | - | - | - | - | - | 2 |
| 6 | MANDUNATHA STORES | 7:15 | 7:17 | 0:02 | 0:00 | 3 | - | - | - | - | - | - | - | 3 |
| 7 | GURUKRUPA STORE | 7:22 | 7:25 | 0:03 | 0:05 | - | - | - | - | - | - | - | 1 | 1 |
| 8 | SHIVA SHAKTHI STORE | 7:39 | 7:49 | 0:10 | 0:14 | 7 | 5 | - | - | - | - | - | - | 12 |
| 9 | MANDUNATHA BAKERY&SWEETS | 7:50 | 7:54 | 0:04 | 0:01 | 9 | - | - | - | - | - | - | - | 9 |
| 10 | SRI GANESH CONDIMENTS | 7:55 | 7:57 | 0:02 | 0:01 | 8 | 1 | - | - | - | - | - | - | 9 |
| 11 | AISHWARYA STORES&BAKES | 7:59 | 8:06 | 0:07 | 0:02 | 16 | - | - | - | - | - | - | - | 16 |
| 12 | BRIGADE CAFETERIA | 8:11 | 8:15 | 0:04 | 0:05 | 6 | - | - | - | - | - | - | - | 6 |
| 13 | IBS CANTEEN | 9:32 | 9:35 | 0:03 | 1:17 | - | - | 20 | 10 | 3 | - | - | - | 33 |
| 14 | SRI BALAJI ICE MAGIC BAKERY | 9:45 | 9:47 | 0:02 | 0:10 | - | - | 8 | - | - | - | - | - | 8 |
| 15 | TIARA BAKES | 9:53 | 9:59 | 0:06 | 0:06 | 2 | - | 5 | 5 | - | - | - | 2 | 14 |
| 16 | ANNAPOORNA BAKERY | 10:03 | 10:06 | 0:03 | 0:04 | 6 | 6 | 13 | - | 3 | 10 | - | - | 38 |
| 17 | KRISHNA DEPARTMENTAL | 10:13 | 10:15 | 0:02 | 0:07 | 4 | - | - | - | - | - | - | - | 4 |
| 18 | BEERESHWARA STORE* | 10:16 | 10:17 | 0:01 | 0:01 | - | - | - | - | - | - | - | - | 0 |
| 19 | SRI VASAVI PROVISION | 10:20 | 10:22 | 0:02 | 0:03 | 4 | 2 | - | - | - | - | - | 2 | 6 |
| 20 | SRI NIVASA STORE | 10:23 | 10:26 | 0:03 | 0:01 | - | - | - | - | - | - | - | - | 2 |
| 21 | M.S.STORE * | 10:26 | 10:27 | 0:01 | 0:00 | - | - | - | - | - | - | 15 | - | 0 |
| 22 | SAVIRUCHI BAKERY | 10:27 | 10:33 | 0:06 | 0:00 | - | - | - | - | - | - | - | - | 15 |
| 23 | BHARAT TRADERS | 10:36 | 10:39 | 0:03 | 0:03 | 6 | - | - | - | - | - | - | - | 6 |
| 24 | ANIL PROVISION * | 10:55 | 10:56 | 0:01 | 0:16 | - | - | - | - | - | - | - | - | 0 |
| 25 | SRI VENKATESHWARA SWEETS&BAKES * | 10:57 | 10:59 | 0:02 | 0:01 | - | - | - | - | - | - | - | - | 0 |
| 26 | TULSI PROVISION | 11:02 | 11:03 | 0:01 | 0:03 | - | 1 | - | - | - | - | - | - | 1 |
| 27 | MADHESHWARA STORE | 11:03 | 11:04 | 0:01 | 0:00 | - | 1 | - | - | - | - | - | - | 1 |
| 28 | RANGANATHA STORE | 11:05 | 11:05 | 0:00 | 0:01 | - | 1 | - | - | - | - | - | - | 1 |
| 29 | PARVATHI STORE | 11:06 | 11:16 | 0:10 | 0:01 | 6 | - | - | - | - | - | - | - | 6 |
| 30 | SRI BYRESHWARA STORE | 11:17 | 11:19 | 0:02 | 0:01 | 2 | - | - | - | - | - | - | - | 2 |
| 31 | MANASA STORE | 11:19 | 11:21 | 0:02 | 0:00 | 4 | 1 | - | - | - | - | - | - | 5 |
| 32 | JANAPRIYA HOME NEEDS | 11:21 | 11:24 | 0:03 | 0:00 | 4 | 1 | - | - | - | - | - | - | 5 |
| 33 | KAMAKSHI STORE | 11:25 | 11:30 | 0:05 | 0:01 | 18 | 3 | - | - | - | - | - | - | 21 |
| 34 | SRI RAJAJAYESHWARI HOSPITAL CANTEEN * | 11:37 | 11:38 | 0:01 | 0:07 | - | - | - | - | - | - | - | - | 0 |
| 35 | POOJA PROVISION STORE | 11:39 | 11:41 | 0:02 | 0:01 | 2 | - | - | - | - | - | - | - | 2 |
| 36 | SOMESHREE STORE | 11:41 | 11:44 | 0:03 | 0:00 | 3 | 1 | - | - | - | - | - | - | 4 |
| 37 | TOYOTA KIRLOSKAR ** | 12:25 | 12:50 | 0:25 | 0:41 | - | - | - | - | - | - | - | - | 0 |
| 38 | SANJANA ENTERPRISES | 1:20 | 1:22 | 0:02 | 0:30 | 2 | - | - | - | - | - | - | - | 2 |
| 39 | MANDUNATHA SWEETS&CONDIMENTS * | 1:23 | 1:24 | 0:01 | 0:01 | 2 | - | - | - | - | - | - | - | 2 |
| 40 | MARUTHI STORE | 1:24 | 1:28 | 0:04 | 0:00 | 2 | 1 | - | - | - | - | - | - | 3 |
| 41 | SRI MANJUNATHA SWEETS | 1:30 | 1:32 | 0:02 | 0:02 | - | - | - | - | - | - | - | 1 | 1 |
| 42 | SULUKHA STORE * | 1:35 | 1:36 | 0:01 | 0:03 | - | - | - | - | - | - | - | - | 0 |
| 43 | AIRAVATHA HOTEL | 1:43 | 1:54 | 0:11 | 0:07 | 5 | - | - | - | - | - | - | - | 5 |
| 44 | SAKTHI HILL RESORT | 2:20 | 2:30 | 0:10 | 0:26 | 4 | - | - | - | - | - | - | - | 4 |
| TOTAL | | | | | | | | | | | | | | 255.5 |
| | | | | | | | | | | | | | | 41/2 |
| | | | | | | | | | | | | | | 15 |
| | | | | | | | | | | | | | | 10 |
| | | | | | | | | | | | | | | 6 |
| | | | | | | | | | | | | | | 15 |
| | | | | | | | | | | | | | | 38 |
| | | | | | | | | | | | | | | 15 |
| | | | | | | | | | | | | | | 132 |
| | | | | | | | | | | | | | | 35 |
| | | | | | | | | | | | | | | 38 |
| | | | | | | | | | | | | | | 5:00 |
| | | | | | | | | | | | | | | 2:45 |
| | | | | | | | | | | | | | | 5:00 |

STARTING TIME 6:35 AM
 ENDING TIME 3:15 PM
 DRIVER NAME VI

DATE 9/2/2008
 ROUTE VI

| SL.NO | NAME OF THE SHOP | TIME IN | TIME OUT | TIME SPENT | TRANSIT TIME | BREAD | BUN | E-PUFF | V-PUFF | IDIL PASANT | CREAM BUN | POT BUN | RUSK | BUR.BUN | Total |
|-------|-----------------------------------|---------|----------|-------------|--------------|------------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|----------|------------|
| 1 | SRI GANESH CONDIMENTS | 6:51 | 6:55 | 0:04 | 0:16 | 4 | | | | | | | | | 4 |
| 2 | SRI LAKSHMI HOME NEEDS | 6:58 | 7:03 | 0:05 | 0:03 | 5 | | | | | | | | | 5 |
| 3 | SRI MATHA STORE | 7:09 | 7:13 | 0:04 | 0:06 | 2 | 2 | | | | | | | | 4 |
| 4 | LAKSHMI RICE CORNER | 7:15 | 7:19 | 0:04 | 0:02 | 6 | 1 | | | | | 3 | | | 10 |
| 5 | MANJUNATHA SWEETS | 7:24 | 7:25 | 0:01 | 0:05 | 2 | | | | | | | | | 2 |
| 6 | GOWTHAM AGENCIES | 7:26 | 7:28 | 0:02 | 0:01 | 2 | | | | | | | | | 2 |
| 7 | GURUKRUPA CONDIMENTS * | 7:34 | 7:40 | 0:06 | 0:06 | | | | | | | | | | 0 |
| 8 | SRI MANJUNATHA CONDIMENTS | 7:41 | 7:43 | 0:02 | 0:01 | 7 | | | | | | | | | 7 |
| 9 | DEEPAK STORE | 7:46 | 7:53 | 0:07 | 0:03 | 12 | 1 | | | | | | | | 13 |
| 10 | SHIVA SHAKTHI ENTERPRISES | 7:55 | 7:58 | 0:03 | 0:02 | 3 | | | | | | | | | 3 |
| 11 | AISHWARYA STORES&BAKES | 7:59 | 8:06 | 0:07 | 0:01 | 11 | | | | | | | | | 11 |
| 12 | BRIGADE CAFETERIA | 8:09 | 8:14 | 0:05 | 0:03 | 10 | | | | | | | | | 10 |
| 13 | MANJUNATHA CONDIMENTS * | 8:17 | 8:18 | 0:01 | 0:03 | | | | | | | | | | 0 |
| 14 | IBS CANTEEN | 8:18 | 8:34 | 0:16 | 0:00 | | 3 | | | | | | | | 33 |
| 15 | SRI BALAJI ICE MAGIC BAKERY | 8:46 | 8:48 | 0:02 | 0:12 | | 5 | 20 | 10 | | | | | | 5 |
| 16 | TIARA BAKES | 8:53 | 8:57 | 0:04 | 0:05 | 2 | | 5 | 5 | | | 1 | | | 13 |
| 17 | CORN CLUB | 8:57 | 9:07 | 0:10 | 0:00 | | | | | | | | 4 | | 4 |
| 18 | ANNAPOORNA BAKERY | 9:12 | 9:18 | 0:06 | 0:05 | 4 | 1 | 10 | | | 10 | | | | 28 |
| 19 | VENKATESHWARA CONDIMENTS * | 9:43 | 9:45 | 0:02 | 0:25 | | | | | | | | | | 0 |
| 20 | KRISHNA DEPARTMENTAL | 9:45 | 9:48 | 0:03 | 0:00 | 4 | | | | | | | | | 4 |
| 21 | BEERESHWARA STORE | 9:50 | 9:55 | 0:05 | 0:02 | 8 | | | | | | | | | 8 |
| 22 | SRI VASAVI PROVISION | 9:58 | 10:01 | 0:03 | 0:03 | 4 | 2 | | | | | | | | 6 |
| 23 | SRINIVASA STORE | 10:02 | 10:06 | 0:04 | 0:01 | 13 | 2 | | | | | | | | 15 |
| 24 | M.S.STORE | 10:07 | 10:13 | 0:06 | 0:01 | | 2 | | | | | 20 | | | 2 |
| 25 | SAVI RUCHI BAKERY | 10:14 | 10:27 | 0:13 | 0:01 | | | | | | | | 3 | | 23 |
| 26 | ANIL PROVISION | 10:29 | 10:30 | 0:01 | 0:02 | 4 | | | | | | | | | 4 |
| 27 | ASHA CONDIMENTS | 10:30 | 10:32 | 0:02 | 0:00 | 2 | | | | | | | | | 2 |
| 28 | SRI VENKATESHWARA SWEETS&BAKES * | 10:34 | 10:42 | 0:08 | 0:02 | | | | | | | | | | 0 |
| 29 | TULSI PROVISION | 10:51 | 10:53 | 0:02 | 0:09 | | 2 | | | | | | | | 2 |
| 30 | MADHESHWARA STORE | 10:53 | 10:54 | 0:01 | 0:00 | 2 | 2 | | | | | | | | 4 |
| 31 | RANGAMATHA STORE | 10:58 | 10:56 | 0:02 | 0:00 | 2 | | | | | | | | | 2 |
| 32 | PARVATHI STORE | 11:13 | 11:13 | 0:15 | 0:02 | 16 | 2 | | | | | | | | 18 |
| 33 | ASHOK STORE * | 11:13 | 11:14 | 0:01 | 0:00 | | | | | | | | | | 0 |
| 34 | SRI RAJAJESHWARI BAKERY | 11:20 | 11:25 | 0:05 | 0:06 | | | | | | | | | | 0 |
| 35 | POOJA PROVISION STORE * | 11:30 | 11:31 | 0:01 | 0:05 | | | | | | | | | | 0 |
| 36 | SIDHESHWARA TRADERS * | 11:33 | 11:34 | 0:01 | 0:02 | | | | | | | | | | 0 |
| 37 | AIRAVATHA HOTEL | 11:40 | 11:53 | 0:13 | 0:06 | 5 | | | | | | | | | 5 |
| 38 | GARDENA RESORT | 12:13 | 12:17 | 0:04 | 0:20 | 7 | | | | | | | | | 7 |
| 39 | SRI RAJAJESHWARI HOSPITAL CANTEEN | 12:25 | 12:31 | 0:06 | 0:08 | 6 | | | | | | 4 | | | 10 |
| 40 | SANJANA ENTERPRISES | 12:40 | 12:44 | 0:04 | 0:09 | 2 | | | | | | 2 | | | 4 |
| 41 | MANJUNATHA SWEETS&CONDIMENTS * | 12:47 | 12:48 | 0:01 | 0:03 | | | | | | | | | | 0 |
| 42 | MARUTHI STORE | 12:49 | 12:50 | 0:01 | 0:01 | | 2 | | | | | | | | 2 |
| 43 | SRI MANJUNATHA SWEETS * | 12:51 | 12:51 | 0:00 | 0:00 | | | | | | | | | | 0 |
| 44 | SUMUKHA STORE * | 12:51 | 12:52 | 0:01 | 0:00 | | | | | | | | | | 0 |
| 45 | SAKTHI HILL RESORT | 1:58 | 2:10 | 0:12 | 1:06 | 5 | | | | | | | 1 | | 6 |
| | TOTAL | | | 3:26 | 4:09 | 147 | 27 | 35 | 15 | 6 | 10 | 20 | 11 | 4 | 275 |

Observations

Date: 7-2-08

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

Date: 8-2-08

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

Date: 9-2-08

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

About the driver and the vehicle

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

5. CONCLUSION

5.1 Results and Discussions

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

5.2 Considered Recommendations

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

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 capitalize 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.

6. BIBLIOGRAPHY

BOOKS

- a. Kothari C.R, Research Methodology, New Delhi, New Age International Pvt ltd, 2004 (2nd edition), pp 2 -10
- b. Uma Sekaran, Research Methods for business, New Delhi, Mc Graw Hill book company, 2005 (3rd edition), pp 130 – 132
- c. Dr.D.D Sharma, Marketing Research principles, application, cases, Sultan Chand and Sons.
- d. Alvin C. Burns, Ronald F. Bush, Marketing Research, Prentice Hall PTR
- e. Patrick Forsyph, Phil Hailstone, The sales excellence pocket book, Management pocket books publications.
- f. Chris Noonan, Sales Management, Elsevier science limited.
- g. Freddy Mayo, Motion and time study, Prentice Hall Publications.
- h. Tappan Kumar Pande, Sunil Sahadev, Sales and distribution Management, Oxford University Press.

WEBSITES

- www.ficci.com
- www.fnbnews.com
- www.acnielson.com
- www.marketresearch.com
- www.marketingprof.com
- www.expresshospitality.com
- www.biscuitplant.com
- www.bakeryindia.com
- www.managementhelp.org
- www.mrs.org