

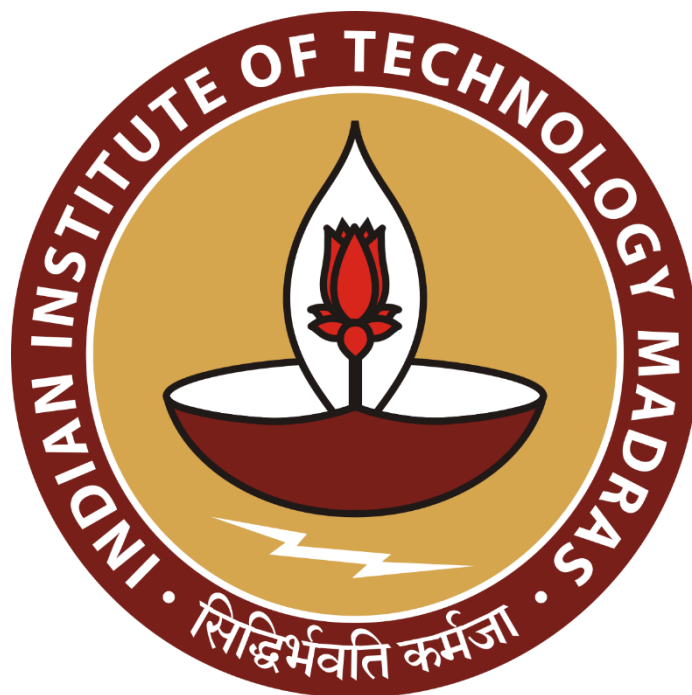
# Driving Growth: A Data-Centric Approach for 'MK Tea Stall'

A Proposal report for the BDM capstone Project

Submitted by

Name: Abhishek Darji

Roll number: 22F1000678



IITM Online BS Degree Program,  
Indian Institute of Technology, Madras, Chennai  
Tamil Nadu, India, 600036

## Contents

1	Executive Summary and Title (200 Words)	2
2	Organization Background	3
3	Problem Statement (Listed as objectives) (50-75 Words)	3
3.1	Problem statement 1: Explanation in 1-2 lines	3
3.2	Problem statement 2: Explanation in 1-2 lines	3
3.3	Problem statement 2: Explanation in 1-2 lines	3
4	Background of the Problem (200 Words)	4
5	Problem Solving Approach (400 Words)	4
6	Expected Timeline	5
7	Expected Outcome	6

## Declaration Statement

I am working on a Project titled “Driving Growth: A Data-Centric Approach for ‘MK Tea Stall’ ”. I extend my appreciation to **MK Tea Stall**, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

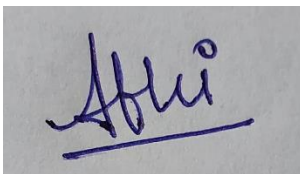
Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate:

A handwritten signature in blue ink, appearing to read 'Abhi', with a horizontal line underneath.

Name: Abhishek Darji

Date: 05/03/2023

# **1 Executive Summary and Title**

The project focuses on Tea and Snacks selling shop located near Charotar University of Science and Technology, Changa, Gujarat. The business is B2C and deals in the segment of Food Service Industry. The business focuses on selling refreshment at near by college area and to the remote.

The major business issues that the organization is facing are related to no growth in profit and inventory management. The organization has been seeing the same amount of income in the span of 3 months (Jan-Mar).

The issues will be addressed by analyzing the data via different statistical and analytical approaches to gain the positive insights and create a new market strategy to resolve the current issues of the organization. The analysis of cost incurred, profit ratios and time series analysis of the sales will be done to get the correct insights and draw a clear picture for making correct decisions.

The outcome of this project helps the organization to increase the profit margins, proper inventory management and getting proper human resources.

## **2 Organization Background**

Shop was established in the year 2018, at Changa (Anand, Gujarat, India), "MK Tea Stall", are renowned as one of the distinguished food service enterprises of an extensive array of Tea, Coffee, Live refreshments like- Bhajiya, Fafda, Gathiya etc. The dedicated team of experts crafts the entire product range at the tea shop, ensuring it meets the highest quality standards. Premium quality ingredients and best quality machines are used in making the products. Customers at our tea shop appreciate our products for their exceptional qualities, including prolonged service life. Your satisfaction is our priority, and we're committed to delivering the finest tea experience.

## **3 Problem Statement**

- 3.1 Problem statement 1: To manage the current inventories as the per sales required and minimizing the waste.
- 3.2 Problem statement 2: To improve the profit margins.
- 3.3 Problem statement 2: To get better data analytical approach to learn more about the operational inefficiencies

## 4 Background of the Problem

The three major problems stated above are somewhat correlated to each other. The bigger scene that can be seen is about the Inventory management and Profit Margins. The organization is a Tea and Snacks making shop/stall that provides everyday refreshments. The Raw materials is very dependent on the current market scenario.

The Major cause is due to market fluctuation, the prices tend to fluctuate a lot for the daily raw materials. Due to customer churning, the profit margins are very vulnerable.

There are not enough people who are skilled up to a certain level as the shop is located at a remote location. Another issue is on delivery and availability of raw materials in the village. The nearby town or city is Anand or Nadiad which are both approximately 20 kms away from the shop. The raw materials cannot be even be stored for more than 48 hours. Hence raw material and inventory becomes a major issue to think on.

The days when sales are less, the raw materials are wasted a lot. The maximization of utility of resources and minimal wastage is the concern of the organization.

## 5 Problem Solving Approach

The Data centric approach of the organization can lead to its benefits. As the problems are not directly affected due to external factors, the change in organizational approach and reviewing the current model can help them to successfully achieve their goals.

The Gap analysis would be one of the approaches they should use of the sales to the profit ratio. The organization will compare their current performance with the future expected performance and make their new model easily adaptable to it.

Inventory management is the topic which is addressed by each organization in the market. The SWOT analysis can be a good option and learn about the customer-sales patterns. Predictive analysis plays a major role for this concerned issue.

The problem-solving approach that should be adapted is a Statistical and Analytics driven decision that can make you meet the future expectations. Study of profit-ratio charts, minimizing the cost incurred graph and better understanding the user patterns is the very next approach that is to be used. The customer churn ratio also plays a key role in this.

## 6 Expected Timeline

### 6.1 Work Breakdown Structure:

A Work Breakdown Structure is a tool that is used to define the project elements and its development and working in a hierarchical method. It displays and defines how the product and its related elements will be developed and used for the production.

The proposed problem-solving approach can be divided into the given subparts-

- i) Cost-Profit Ratio
- ii) Future Inventory Requirements
- iii) Customer-Churn

#### Timeline-

1-5th Mar: Collection of Data and Proposal Submission

7-18th Mar: Research for the project and taking organizational insights.

10-20 Mar: Performing the Basic Analysis and drawing insights and working on the proposed approach and Mid Term Submission

20-25 Mar: Working further on the project with the reviews given by the IITM team and the organization

25-Mar: Final Submission

### 6.2 Gantt chart:

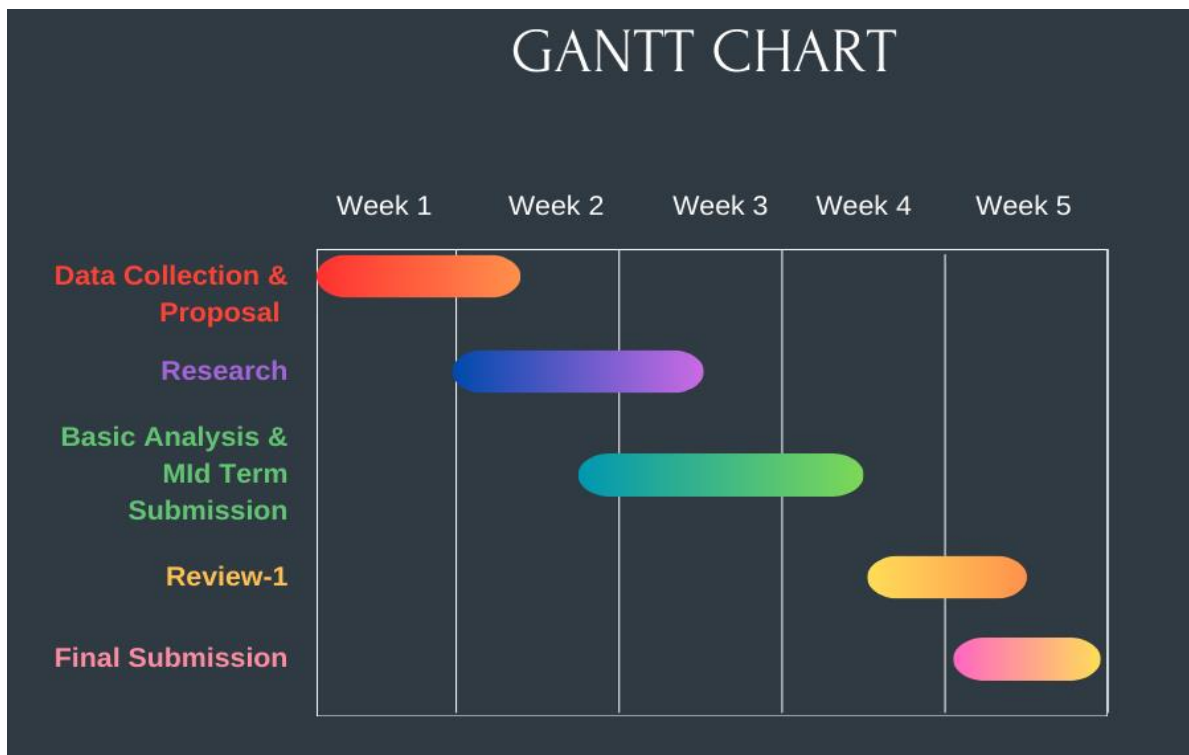


Figure 1 Expected timeline for completion of project.

## **7 Expected Outcome**

- 7.1 Increase in profit-cost ratio is the urgent problem that has to be solved.
- 7.2 Low wastage of potential resources .
- 7.3 Inventory management and availability of resources on time.
- 7.4 Getting a good customer churn and receiving maximum good customer feedback.