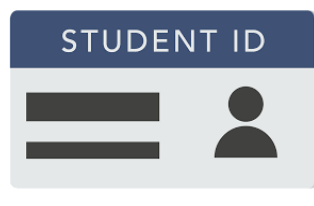# Project Proposal

Strategic Solution for Dish Washing (Scrubber) Business problem

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Question: *Does the proposal solves the business problem?*

Answer: <mark>*YES*</mark>

EXECUTIVE SUMMARY & Title

Proposal Submission Deadline: 20 April

Project Status: On Going

The aim of the Business Data Management Capstone Project is to discuss and provide feasible resolving solutions to the business. This project revolves around a private Scrubber Sales Company. The name of the Scrubber Sales Company (Wholesale Shop) is SLR which is located in Jaipur District of Rajasthan State. The business is nearly three years old and is still (as of 2023) running well due to its business model.

SLR Scrubber Sales Company (Wholesale Shop) products (Scrubbers) are created by a small another factory with SLR logo and their materials given by SLR. SLR company sales these products on the shop owners. So, basically it is B2B Business. The sales 5 types of products they are Steel Scrubber, Plastic Scrubber, Foam Scrubber, Steel Foam Scrubber and Green Scrubber pads. Among of them their main product is Steel Scrubber and rest of them are just to provide varieties in Scrubbers.

This Business is run by Mr Suraj Mal. He goes different villages and towns to sell the Scrubber packets to the Shop owners. Some times he also got pre-orders.

ORGANIZATION BACKGROUND

The primary aim of the company (Wholesale Shop) is to facilitate customers (means Shop Owners) with easy access to Steel Scrubbers. Mr Suraj Mal has started this business after covid second wave (around May 2021). The business was established without any external help, that is using self-debt. But now the business is well established and debt free. Name of the company (Wholesale Shop) is SLR. In starting days, they only sell and deliver only Steal Scrubbers (Main Product). After some time, they add slowly other four items for optional/variety of products in Scrubbers.

In starting days Mr. Suraj Mal Deliver products in only few villages. But now the products are distrusted in more than 30 villages or towns. They pride themselves on the amazing quality of their goods (Steel Scrubber). He is delivering his products (Scrubbers) repeatedly.

PROBLEM STATEMENT

- Mr Suraj Mal now faces issues in Delivering Products (Scrubbers) because He alone managing the whole business and the number of villages are a lot.

  (a) He doesn't want to hire someone or don't want to share his business with someone [Constrained]

  (b) Mr Suraj Mal wants to focus on profit [Preferred]

- How many products (each product) Mr Suraj Mal carry so that he can sell all the products or he have sufficient number of products to deliver products (Not more nor less) to all customers.

BACKGROUND OF THE PROBLEM

The owner started delivering products (Scrubbers) in May 2021. The Business started from owner house. At that time owner have few customers and deliver their product in few villages/towns and have only Steel Scrubber (Only 1 product). At that time owner is living with his son. So, his son helps him to manage products and count the products.

Two years after he deliver his products in more than 30 villages/towns. Now he has five products instead of one product to provide variety in Scrubbers. Because of more than 30 villages/towns he hasn't take break or rest on weekends and now his son is not living with him because of study purpose.

In starting days, he delivers products in his nearby towns only. Slowly he starts delivering his products in little bit far villages/towns and now he delivers his products in far villages/towns also. So now he delivers his products in large volume of places. But now just want focus on profit means he wants to his products from where he gets more profit. Because the Selling price of products is variable it depends on Villages/Towns and the connectivity of these villages/towns with city. Now he just wants leaves some of villages/towns from where he is getting very low profit.

PROBLEM SOLVING APPROACH

A. Details About the Methods Used with Justification:

Step 1: Identify the Problem
- Recognizing the problem (a lot of villages and towns)
- Assessing the starting of the problem.
- Collecting data to resolve the problem and try to prevent it from increasing.

Step 2: Identify the Problem

- Understand the data availability.

- Ensuring the proper evaluation of the problem.

Step 3: Define the Goals

- Identifying the end goal.

- Clear towards the achievements (focus on profit) after fixing the problem (how much reduction in overall profit).

Step 4: Identify the Root Cause of the Problem and Develop the resolution plan

- Find out possible causes of the problem

- Create a list of actions required to define the root cause.

- State actions to ensure completion of the plan

Step 5: Execute steps discussed in plan

- Implement steps to address the root cause.

- Verify if steps are completed

Step 6: Assess the Results

  ● Track and Collect Data

  ● Has the desired goal been achieved? If not, repeat the steps

Step 7: Maintain the record for improvement

  ● Look for additional opportunities to implement solution

B. <u>Details About the Intended Data Collection with Justification:</u>

Two type of data is Available

  1. Selling Data
  2. Manufacturing cost data

<u>Selling Data:</u>

The data contains total number of packets sold in each and every type of product. Each type of product in various different village/towns. Total revenue and profit generated day by day and also region or village wise.

<u>Manufacturing cost data:</u>

This data contains information about manufacturing cost of all the products including transport and material that used in manufacturing

C. Details About the Analysis Tool with Justification:

The tools which are to be used for this project are Google Sheets, Excel, Tableau, MS. Word, MS. PowerPoint, MS SQL, Python etc for the purpose of data collecting, data cleaning, sorting and data analysis through different charts.

EXPECTED TIMELINE

Project Proposal: 20 April

Mid-term Submission: 8 May

Final submission: 15 May

Viva: 3June

EXPECTED OUTCOME

1. Building strategy to achieve high profitability.
2. Which places where profit is very less (and revenue) and where Travel is more than above average distance covered (delivered products)
3. Compute the average or most common amount of goods to carry so that he can sell all products by the day end.
4. Which regions gives the highest revenue and highest profitable by using data