



BDM Capstone Project

Fruitful Solutions: Finding Opportunities for Growth and Profitability of a Fruit Chaat Vendor's Business

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Business Information

- Name - Shree Balaji Fruit Chaat Bhandar
- Owner - Mr. Keshav Kashyap
- Business type – Unorganised, Fruit chaat and juice vendor
- Location – Roorkee, Uttarakhand

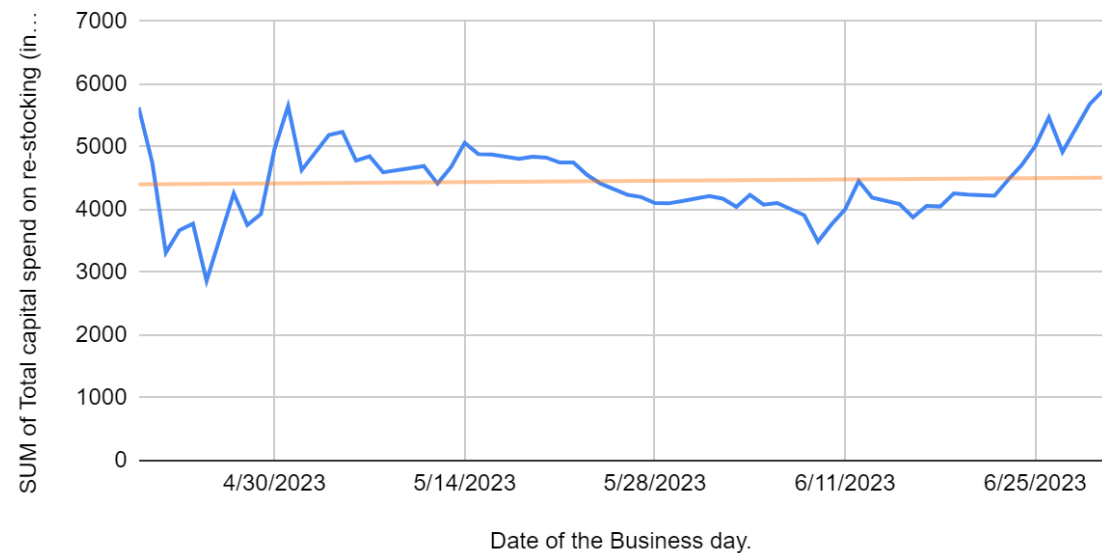
Problem Statement

- Find patterns that influence business fluctuations in revenue and find possible solutions.
- Finding better inputs on inventory management

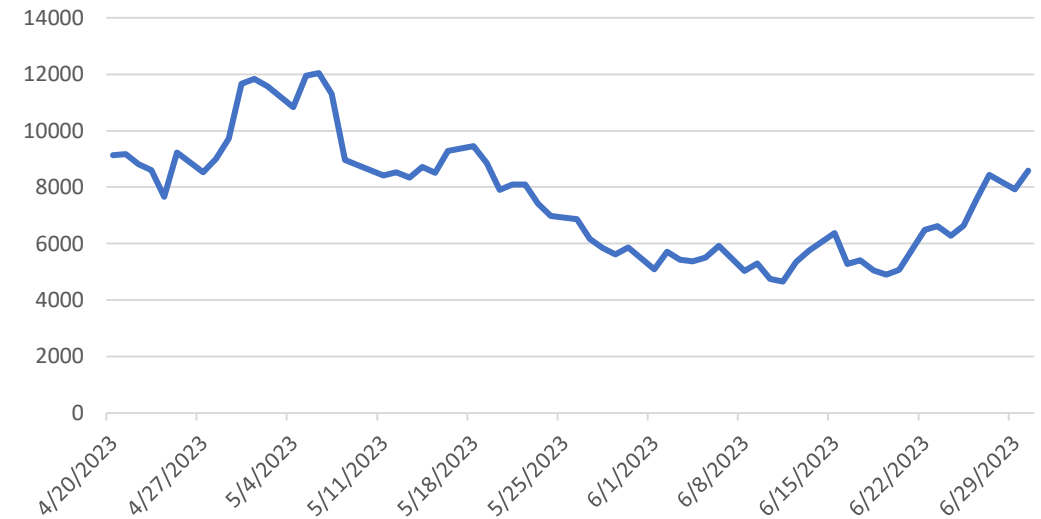


Results and findings

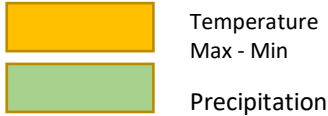
SUM of Total capital spend on re-stocking (in Rs) vs Date of the Business day.



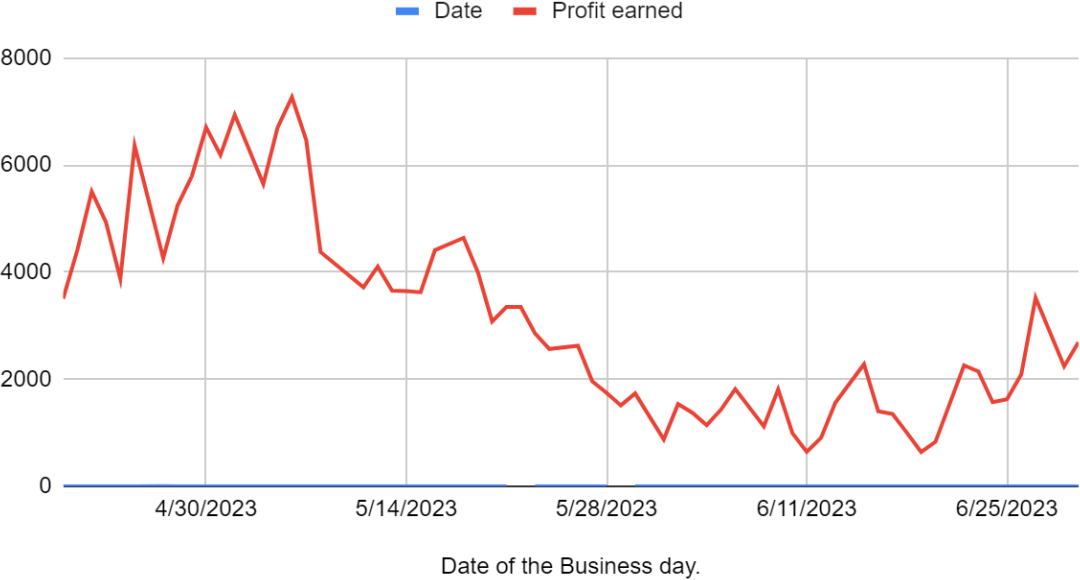
Revenue vs Date



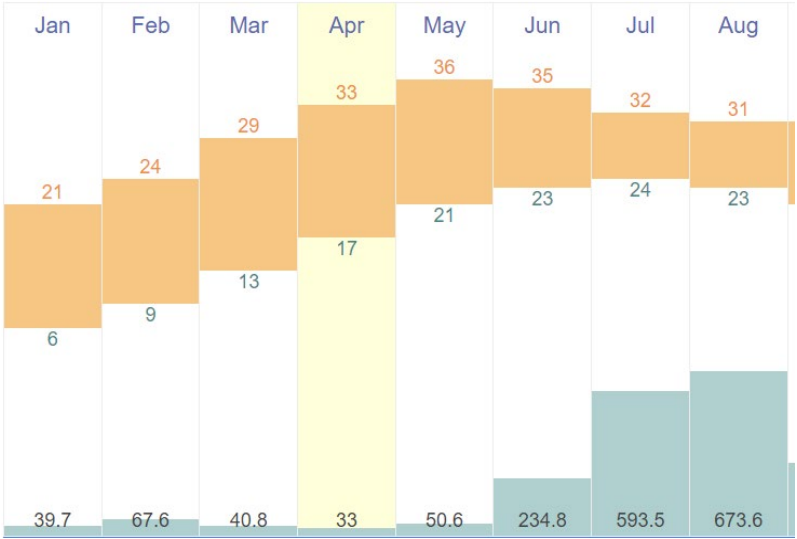
Results and findings



Profit earned vs Date

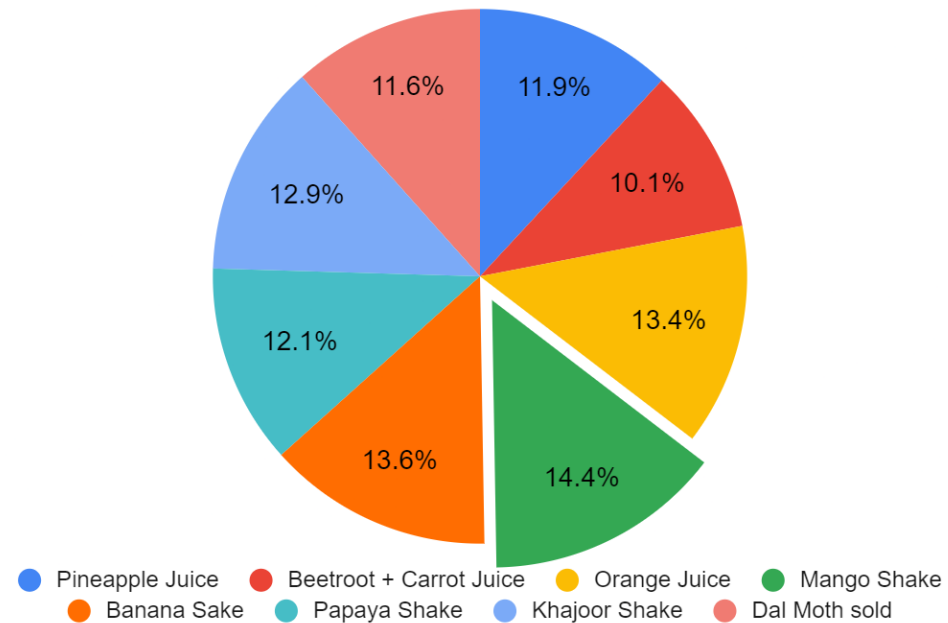


Temperature & Precipitation vs month



Result and Findings

Menu Item Performance



SWOT Matrix

- Less competition
- Open to take online UPI transactions
- Very near to the traffic hotspots

Strengths

- Low shelf life of raw ingredients (over dependence)
- Very sensitive to weather fluctuations

Weakness

Opportunities

- Unexplored localities for business.
- Potential benefits of a changing menu

Threats

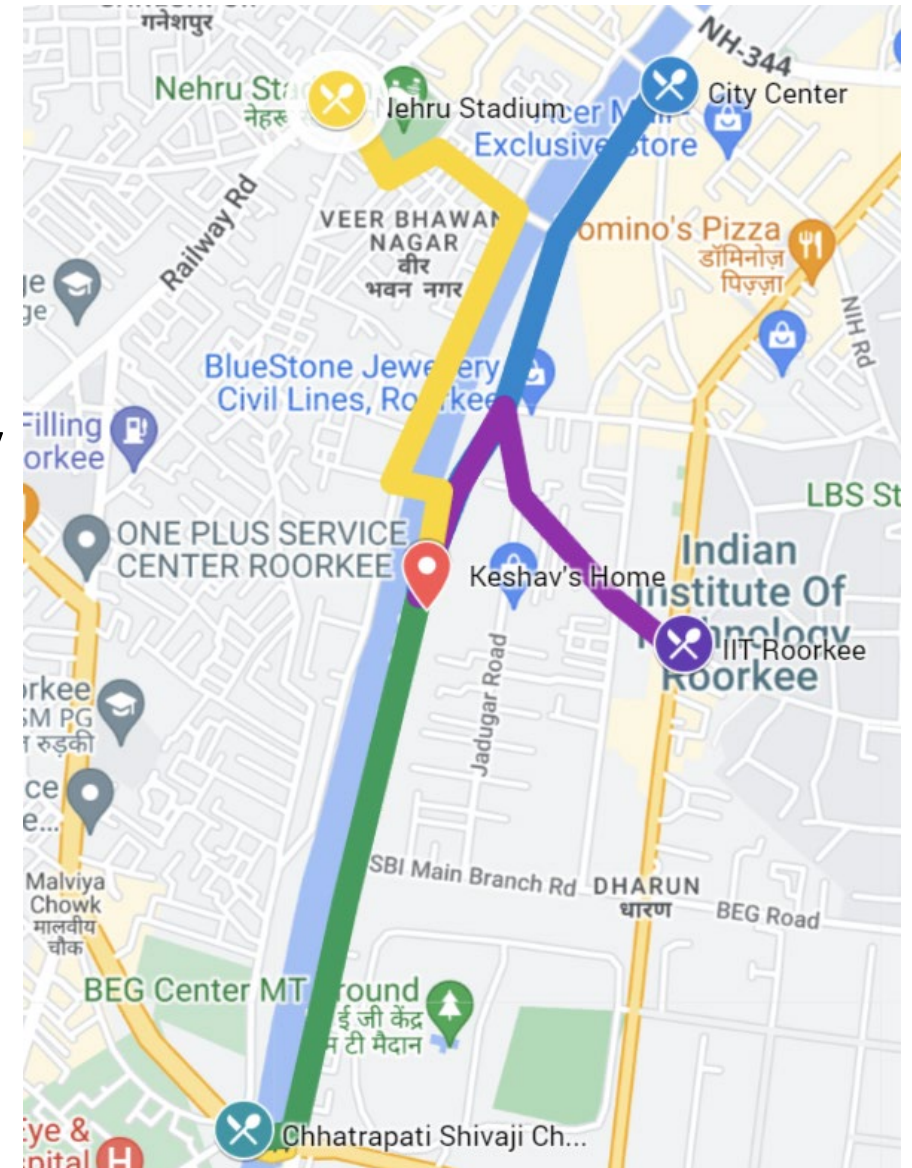
- Rapid urbanization and setup of local organized businesses.

Recommendations

- Menu Optimizations – Since all the menu items seem to be doing well there is room and opportunity for experimenting with the menu and modify current ones.
- Inventory stocking – before going to restock a check on the weather ahead is highly recommended.
- Location of business day – A weather check on the day forward is also helpful to make sure that business goes smoothly.

Recommendations

- Better Potential hotspots - All the above suggestions are based on traffic, also every suggested point is about 1 km in distance. Mr. Keshav visits the city centre every day. It is advised to him to visit all the above places not on the same day but on alternate days depending in factors like weather, traffic, festivals, rallies etc.
- Organize in the Unorganized – Carry on the habit on recording statistics and numbers.



Thank You