Title of Your Project

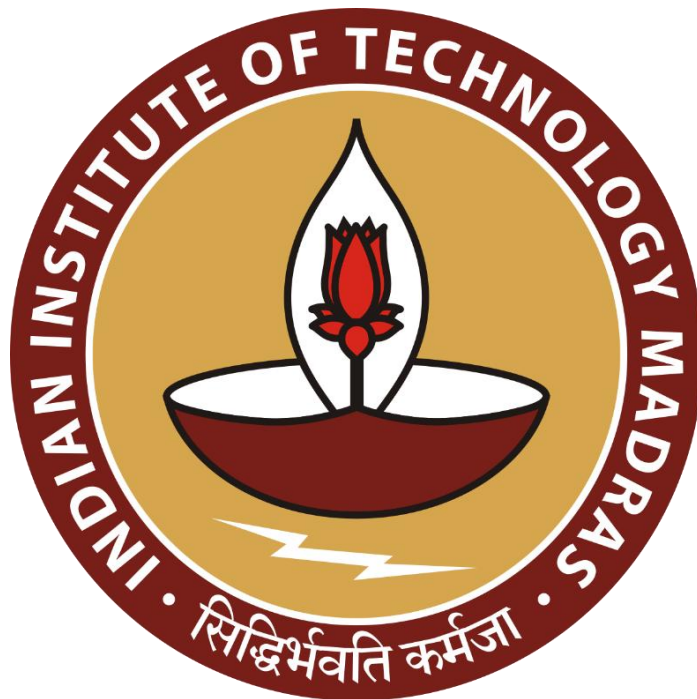## A Proposal report for the BDM capstone Project

Submitted by

Name: Sonal

Prashant Raikar

Roll number:

DS22F3002469

IITM Online BS Degree Program,

Indian Institute of Technology, Madras, Chennai

Tamil Nadu, India, 600036

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Declaration Statement

I am working on a Project Title "MilkyWay Insights". I extend my appreciation to **Mahalaxmi Milk Procurement** , for providing the necessary resources that enabled me to conduct my project.
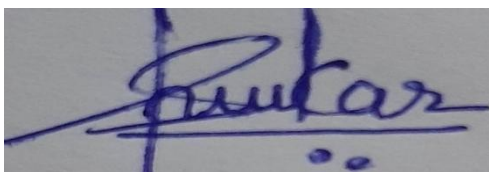
I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered through primary sources and carefully analyzed to assure its reliability.

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 information 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 agree that all the recommendations are business-specific and limited to this project exclusively, and cannot be utilized for any other purpose with an IIT Madras tag. I understand that IIT Madras does not endorse this.

Signature of Candidate: (**Digital Signature**)

Name: Sonal Prashant Raikar

Date:23.12.2024

1   Executive Summary and Title (200 Words)

The project focuses on a milk procurement factory named Mahalaxmi Milk Procurement located at Gut.no.189, Maliwadgaon, taluka Gangapur, district Aurangabad (Chh Sambhajinagar), Maharashtra. The business is both B2B and B2C dealing in the segment of sales of milk and milk products by converting the milk to various milk products.

The major business issues that the organization is facing are related to less collection of milk from the dairy farmers and the ways to increase the collection of milk, lesser sales of the milk and milk products and how to increase the sales , not so good ways that the milk collected is used in , ways to increase the profits that the factory can make.

The issues will be addressed by analyzing data of the factory via different analytical approaches like data cleaning, analysis through excel sheets,visualization using various charts and graphs to demonstrate the data insights to obtain fruitful outcome from the analysis.

The expected outcome helps the organization increasing amount of milk that can be collected from dairy farmers, increasing sales of milk and milk products, better ways and methods to use milk that is collected and increasing profit for the company which helps increase the profitability of organization.

2   Organization Background (150 Words)

The factory that I am working with is Mahalaxmi Milk Procurement which collects milk from various dairy farmers also it makes various milk products from the collected milk and sell them to the dairy businesses and people. It's based in taluka Gangapur, district Aurangabad (Chh. Sambhajinagar). The Factory was founded on 1st March 2024. Due to decrease in quality of milk and milk products sold now-a-days in market, the factory was started with the motivation to provide people with high quality milk and milk products at an reasonable rate for all the people. It also takes care of environment by treating waste properly before leaving to environment .The factory is owned by 4 partners as Mrs.Ambika Panale, Mrs.Suchita Raut, Mr.Santosh Nalawade and Mr.Vinayak Deshmukh.The factory has been working on the same principles as set by it since the starting and growing slowly and continuosly maintaning the quality of the products.

3   Problem Statement (Listed as objectives) (50-75 Words)

3.1   Less milk collection: There is a lesser collection of milk to the factory from the dairy farmers as compared to capacity of machines.

3.2   Less sales and profit: The sales of the milk and milk products produced by the factory and the profits are less according to business owner.

3.3   Not good ways to use milk: The milk that is collected can be used in many other ways which is not done properly by the factory.

4   Background of the Problem (200 Words)

4.1   Less milk collection:
   Factors affecting the problem: Distance of the dairy farmers from the factory is huge,the cost of their daily transportation for reaching the factory is large for them.
   How the problem arises /Causes of the problem:The dairy farmers far way from the factory who have the milk collection are not able to travel daily and come to the factory and deliver the milk. This was causing lesser collection of milk at factory.

4.2   Less sales and profit:
   Factors affecting the problem: Not proper analysis of the sales data and failure to analyze the trends and need of the   consumers is leading to the problem of less sales and less profit.
   How the problem arises /Causes of the problem:The cause of the problem is no properly able to analyze the needs of people and supplying people with what they need and at what time.

4.3   Not good ways to use milk:
   Factors affecting the problem: Very less variety of products that can be made from milk.
   How the problem arises /Causes of the problem: The variety of milk products are less due to which the milk collected is not being able to used properly which leads to less sales.

5 Problem Solving Approach (400 Words)

1. SWOT Analysis: In SWOT analysis we will analyze the business in terms of Strengths of the factory, Weaknesses of the factory,Opportunities with the factory and Threats for the factory.We will see what are the strengths , the weaknesses . The opportunities for increasing the strength and decreasing the weakness will be searched upon. At last the threats that concern will also be discussed. All this is done in SWOT Analysis.

2. Market research: Making a thorough market research about the needs of people , recent trends and then take the proper measures needed to be adopted for the growth of factory and increasing profit of a milk procurement business is done in market research process.

3. Case studies : Studying and analyzing the case studies of the successful milk procurement industries is done here .And thereby learning about the ways in which these successful industries grew their business and solved the problems they faced and how they overcame their weaknesses.

4 .Competitive analysis: Making visits or gathering information about the factories or industries that are in competition to our factory. And trying to understand their conditions and implement the similar things that they did to solve the problems similar to those faced by our factory.

5. Gap analysis: Gap analysis is basically making comparison between where we see our factory in future and where we are standing currently . And finding out the ways to reach to our goal position, that is reducing the gap by proper analysis methods.

6.Data cleaning: They data that we get is not in proper format that is, it includes all the null values , not proper ordering of data ,etc . Hence, to make the data consistent we have to clean the data by removing all null values and bringing it in a format that is easy for analysis.This is done in the data cleaning process.

7. Analysis and Visualization : After data cleaning , proper analysis of the data is done using the MS Excel formulas and methods and the information obtained is shown in the form of bars , graphs and charts. That is the visualization of the data is been performed in this stage.

8.Predictive analysis: Hence , by following the full procedure of data analysis and visualization, we are able to predict the changes that the business should make and the measures that it should take so as to solve all the problems that it is facing.

6 Expected Timeline

6.1 Work Breakdown Structure:
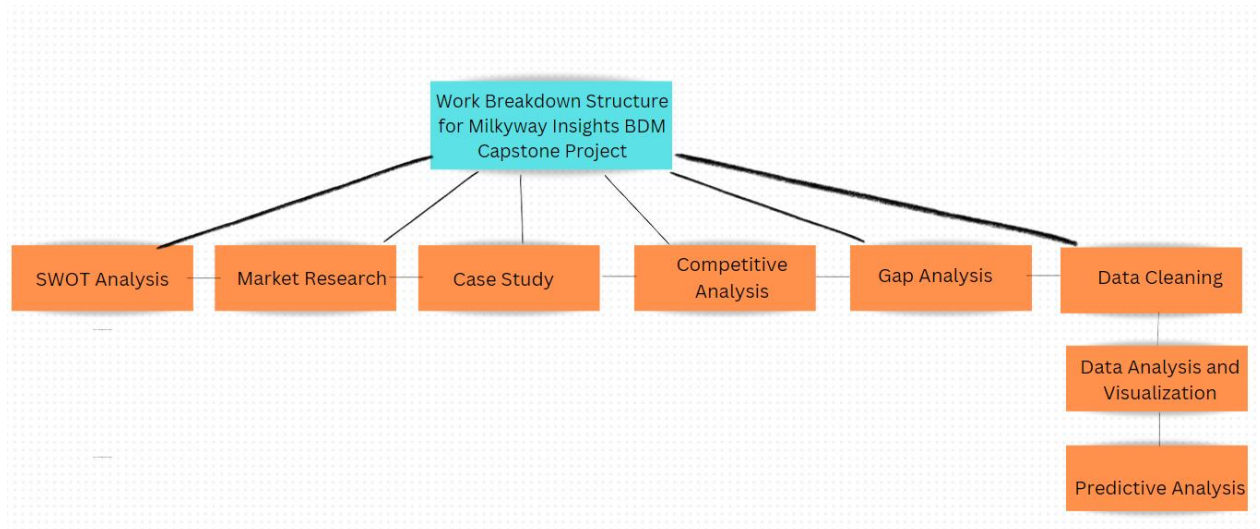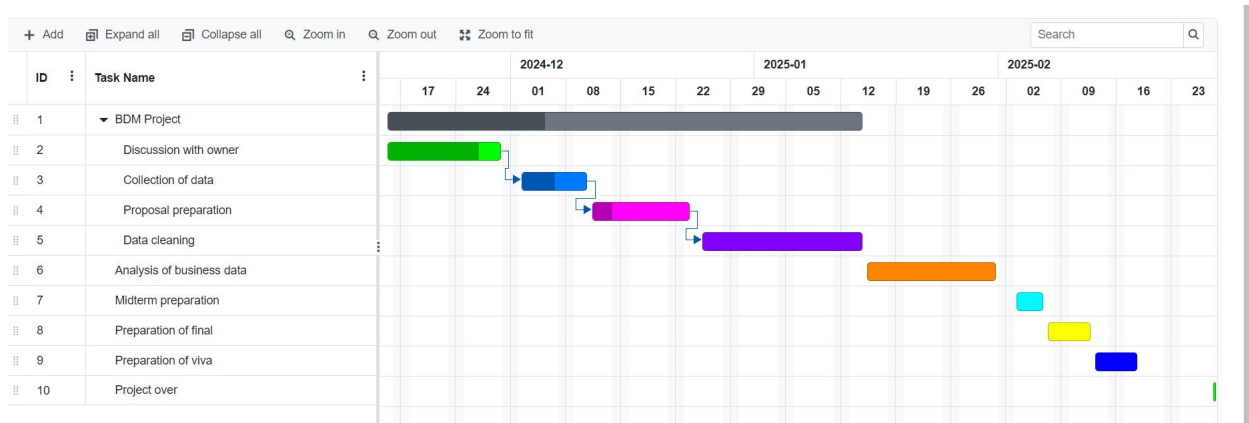

6.2 Gantt chart

Figure Expected timeline for completion of project.

7 Expected Outcome (Briefly explain in 150-200 words)

The Expected outcome is to be able to solve all the business problems that the factory is facing currently by doing a thorough analysis of the data gathered from the factory and suggest those measures to the business owner. Expected outcome in short is as follows:

7.1   Suggest measures and practices for the factory to adapt measures to be able to increase the amount of milk collected from various dairy farmers to the factory and thereby solving the problem of less milk collection .

7.2   Suggest various ways to the factory of usage of the milk in various other useful ways obtained by the dairy farmers which will further lead to an increase in the profit for the factory.

7.3   From the analysis predict the ways to increase the sales of milk and milk products produced by the factory which will thereby lead to an increase in the overall profit made by the factory.