

BDM PROJECT PROPOSAL



IIT MADRAS

Indian Institute of Technology Madras

**Project Title- Vegetables-Analyzing True Source of
Nutrients (Problems faced by vegetable vendors)**

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EXECUTIVE SUMMARY

As we all know with the constant growth of the population the global demand for food is increasing annually and vegetables are the most crucial part of nutrient food that is our daily basicity.

This project addresses the business problem of a vegetable vendor at Chandausi city in Uttar Pradesh, India. The purpose of this project is to significantly help in improving the quality of business decisions by analyzing sales and purchases. This leads to suggestions for planning the stocks, attracting customers, and managing the key products. This project overall provides crucial information relevant to their sales and purchase decisions.

ORGANIZATION BACKGROUND



We went to a vegetable shop whose owner's name is Mr. Rahul. Mr. Rahul's father started his business of selling vegetables 8 years back now he hands over his business to him and his smaller brother also helps at the shop. The shop is located in chandausi (a small town in Uttar Pradesh). the shop deals with vegetables and majorly seasonal vegetables. They have to wake up early in the morning and have to go to chandausi mandee they trade with many wholesalers there and purchase fresh vegetables for their shop then have to work hard the whole day to sell them.

PROBLEM STATEMENT

As per the discussion with Mr. Rahul. We get to know he is facing some problems related to vegetable inventory. He is now interested in planning his vegetable inventory according to the data analysis to maximize the sales and revenue

So problem statements are--

1. **How much quantity he should buy for the day**
2. **How to attract customers**
3. **Vegetables must to maintain**

BACKGROUND OF THE PROBLEM

Fresh vegetables are an important part of a healthy diet they contain essential vitamins, minerals, fibers, and other nutrients that are essential for good health. In fact, research has shown that a healthy diet rich in fruits and vegetables may reduce the risk of cancer, lowers blood pressure, reduce the risk of heart disease and digestive problems.

If He buys vegetables in some random quantity then as a result either he has to be leftover with too much stock or he has to face shortage issues and in both cases, he loses his customers. If too much stock is left, he has to sell stale vegetables which no one prefers and in case of a shortage, customers prefer to buy from another shop.

Customers are the foundation for any business. Everyone wants to attract more and more customers. In the vegetable market, there are lots of vegetable shops whose prices and products are the same up to some extent so it is a difficult task to attract customers.

PROBLEM-SOLVING APPROACH

The methodology used:

The above-stated problem will require a detailed analysis of what quantity he purchases and how much he can sell therefore books where data we stored need to enter the data into a spreadsheet. After inputting the data, it will be organized based on the category of the product. Various factors like inventory, volume, profit, revenue, and quantity sold will be analyzed. The trends in these parameters will be examined using graphs and plots in excel to better understand them. data will be summarized using various pivot tables and other tools available in excel. This will help to determine the areas of the business where improvements could be made.

Intended Data Collection:

We are planning to collect the purchase and sales since Mr. Rahul has no software system for billing, therefore we collect data every day and maintain handwritten books to keep track and then we must input these data into a spreadsheet. Two- months of data must be gathered, separated, and entered into a spreadsheet in accordance with different criteria.

Vegetable name	Potato			onion		
Date	Stock (kg)	Purchases (kg)	Sells (kg)	Stock (kg)	Purchases (kg)	sells(kg)
15-01-2023	25	50	50	50	0	25
16-01-2023	25	100	70	25	100	50
17-01-2023	55	100	85	75	0	30

18-01-2023	70	150	125	45	50	40
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This is the data of two vegetable that we collect from Mr. Rahul

Analysis Tools:

The primary tools used for this analysis were ms excel and google sheets. The formatting, sorting, and other corrective actions should be done before commencing the examination using excel. Excel can be used to graph trends, make pivot tables and analyze data for understanding. the formatting and reporting will be done through google docs and Microsoft office.

EXPECTED TIMELINE

Data from January and February will be collected. Once the data is received the process of turning the unstructured data into structured data will begin. By March 1st, 2023, data will be collected and entered into excel. The analysis will be completed by march 8th 2023. Final report completion is targeted for march 20th 2023.

EXPECTED OUTCOME

- ❖ quantity of products to be purchased according to the demand and how to reduce waste.
- ❖ If it seems that stock is being left at the end then change the price of the product to attract more sales.
- ❖ organize vendors to be more active while purchasing, Maintaining, and selling the sock to reduce their expenses.

- ❖ To provide adequate knowledge to the vendors about the demand and supply concept and to maintain the local books of account for their better understanding.