

**Study On**  
**The Popularity of fresh online meat supply service**

*Submitted in partial fulfillment of the requirements  
For the award of the degree of*

**Bachelor of Business Administration (BBA)**

To

Guru Gobind Singh Indraprastha University, Delhi

Guide:  
Dr. Renu Sharma

Submitted by:  
Kunal Roy Chowdhury  
Roll  
No.:03290301719



**Institute of Innovation in Technology& Management,  
New Delhi– 110058  
Batch (2019-2022)**

## **CONTENTS**

<b>S No</b>	<b>Topic</b>	<b>Page No</b>
1	Certificate (s)	-
2	Acknowledgements	-
6	Chapter-1: Introduction	1-4
7	Chapter-2: Research Methodology	5-8
8	Chapter-3: Data Presentation & Analysis	9-26
9	Chapter-4: Summary and Conclusions	27-31
10	References/Bibliography	32
11	Questionnaire	33-38

# **Certificate**

I, Mr Kunal Roy Chowdhury, Roll No. 03290301719 certify that the Project Report (BBA-311) entitled "Study on the popularity of fresh online meat supply service" is done by me and it is an authentic work carried out by me at Ucliq (Name of the organization or of the Institute). The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student: Kunal Roy  
Chowdhury

Date:

Certified that the Project Report (BBA-311) entitled "Study on the popularity of fresh online meat supply service" done by Mr. Kunal Roy Chowdhury, Roll No. 03290301719, is completed under my guidance.

Signature of the Guide

Name of the Guide:

Designation:

Date:

## **Countersigned**

(Director/Project Coordinator)

## ACKNOWLEDGEMENT

Without a proper combination of inspection and perspiration, it's not easy to achieve anything. There is always a sense of gratitude, which we express to others for the help and the needy services they render during the different phases of our lives. I too would like to do it as I really wish to express my gratitude toward all those who have been helpful to me directly or indirectly during the development of this project.

I would also like to express my sincere gratitude to my College's Faculty Mentor Renu Sharma mam, who timely guided me in going forward in the project and assisted me in the successful completion of the project. No words can adequately express my overriding debt of gratitude to my parents whose support helps me in all the way. Above all I shall thank my friends who constantly encouraged and blessed me so as to enable me to do this work successfully. I am also grateful to Ms. Shweta Lal, Hr. manager whose exemplary guidance, monitoring and constant encouragement throughout the course of this study made the successful completion of this project possible.

## CHAPTER-1

### INTRODUCTION



UcliQ is a Business-to-Business (B2B) e-commerce company that brings a large number of retailers & sellers onto one platform. With a dream of digitalizing 25% of traditional supply chains, it is currently operating in Delhi/NCR. UcliQ connects farmers, manufacturers, producers and wholesalers with retailers, kirana stores, cafes and restaurants, thereby helping local sellers to expand their businesses without having to worry about the hassles involved in the supply chains.

With UcliQ, businesses can:

- BUY & SELL according to their terms, with safe payments, trustworthy logistics, and on-time delivery guarantees.
- EXPAND their network by connecting them to new suppliers, retailers, and organizations.
- Get assurance about the QUALITY and FRESHNESS of their products.
- Get REAL-TIME DATA on prices, to ensure all parties get the best out of the business transactions.
- If you want to buy or sell, UcliQ is just a click or a phone call away! It provides hassle-free and timely pickup and delivery, to ensure your convenience at all times.

## **GROW**

For its buyers and sellers, UcliQ facilitates entry into new markets through quick, low-cost delivery services. By connecting you to the right sellers/buyers, it helps you grow your business without worrying about the logistical problems along the way.

## **QUALITY**

Quality and freshness of the products are always guaranteed by UcliQ's delivery team. On-time delivery and reduction of wastage are its topmost priorities.

## **BEST RATES**

UcliQ enables transparency along the entire supply chain. Real time data on prices mean you get the best deals and timely, online methods of payment ensures safe and smooth transactions for all parties involved.

Ucliq Services Private Limited is a Private incorporated on 19 August 2019. It is classified as Non-govt company and is registered at Registrar of Companies, Delhi. Its authorized share capital is Rs. 500,000 and its paid up capital is Rs. 50,000. It is involved in Business activities n.e.c.

Ucliq Services Private Limited's Annual General Meeting (AGM) was last held on 31 December 2020 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2020.

Directors of Ucliq Services Private Limited are Yamin, Sameer Malik and Abhinav Pratap Sin.

## **Mission**

After starting with B2C segment, the founders found the loop holes in supply chain of daily required merchandise & established UcliQ as an online B2B marketplace for Fresh F&V, Chicken & Seafood where Farmers/Manufacturer/Producer/Wholesaler meet or connect directly with local retailer, Businesses and Kirana's shop for their business with real time logistic and secured payments. UcliQ have partnered with more than 400 Supplier and More than 1000 Buyer without any dynamic website and had crossed Rs. 1400000 GMV in 90 days without any App and also delivered more than 500 deliveries. The company's mission is to connect at least 10% of Retailers & Businesses on their platform by 2023

## TO STUDY

- How a company works.
- Exploring the online market.
- Work with people to understand them better.
- To know how marketing procedure works.
- To know how to deal with different clients.
- Understanding work ethics.
- Expand knowledge on business.
- How to manage people
- Observe how decision-making works.

## TO COMPARE

- Book knowledge with work experience.
- How internships are unique from each other.
- Company's working environment

My objectives when joining this company were:

- Learn about professionalism.
- Be a better speaker.
- Build contacts.
- Perfecting soft skills.
- To be less of an introvert.
- Leadership Skills.
- Mastering technical skills.
- Learn from other professionals.
- Managerial Skills.

## CHAPTER-2

### RESEARCH METHODOLOGY

#### RESEARCH OBJECTIVES

The primary objective is to study, understand and analyze aspects related to selling Procedure of Recruitment at Ucliq Pvt Ltd.

##### **Objectives of the study**

- To identify areas where there can be scope for improvement.
- Give suitable recommendations to make the selling process easier.
- To develop practical knowledge with theoretical aspects.
- To understand the marketing process in the organisation.

#### **Research Methodology**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods or techniques but also the methodology.

Research is a logical and systematic search for new and useful information on a particular topic. Research is important both in scientific and non-scientific fields. In our life new

problems, events, phenomena and processes occur every day. Practically, implementable solutions and suggestions are required for tackling new problems that arise. Scientists have to undertake research on them and find their causes, solutions, explanations and applications.

## **TYPE OF RESEARCH**

Methodology is way to analyze different aspect systematically to reach at a certain solution for fulfilment of the objective of the study effective methodology and method of data collection quite necessary.

Field is very important step in the process of market research. **Descriptive research** was adopted to carry out the research. It has been carried out with prior planning and with utmost accuracy. The prepared questionnaire was circulated among the respondents. The fieldwork activities involve the data collection by contacting the respondents.

In order to fulfill the objective different customers were contacted in Delhi & NCR City. The information was collected by using structured questionnaire with multiple answers.

## **Research Design**

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success.

The design of a research topic explains the type of research (experimental, survey research, correlational, semi-experimental, review) and also its sub-type (experimental design, research problem, descriptive case-study).

## **Sampling Method:**

Convenience sampling method was adopted to choose the sample from the population.

Convenience sampling is defined as a method adopted by researchers where they collect market research data from a conveniently available pool of respondents. It is the most used sampling technique as it's incredibly prompt, uncomplicated, and economical. In many cases, members are readily approachable to be a part of the sample.

## **PRIMARY DATA**

This data is generated particularly for investigation at hand. The data is gathered when the researcher using questionnaires investigates a particular problem.

A primary source of data collection was administered using the questionnaire tool.

## **SECONDARY DATA**

This data includes those data, which are collected for some earlier research work and are applicable or usable in the study the researcher has presently undertaken (company reports), internet and newspapers.

### **Tool used to collect sample data**

I decided to use primary data to conduct my research. I asked our customers to describe their experience with the company Ucliq through a questionnaire.

I asked a bunch of standard questions and Care was taken to use right wording, which was simple, direct, unbiased, and conveyed the right meaning. Finally, the questions were arranged in a sequential manner and the questionnaire was designed and used in data collection.

## SAMPLE SIZE

Sample size refers to the number of items to be selected from universe to constitute a sample.

The sample size should be optimum as it should fulfil the objective of the research.

The sample size was 50.

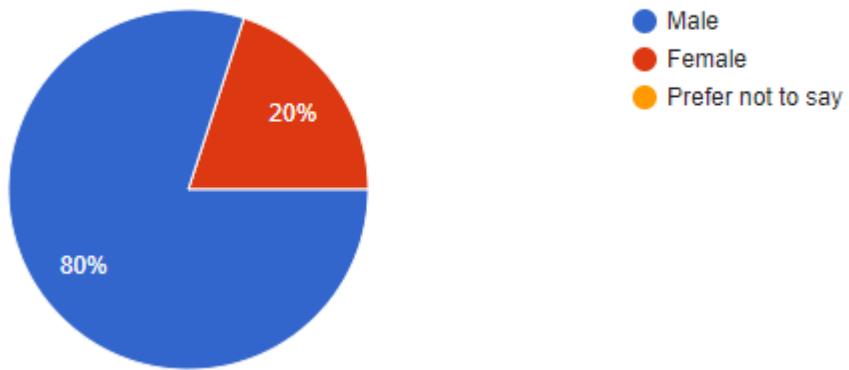


## CHAPTER-3

### ANALYSIS AND INTERPRETATION

QUESTION 1: Please select your gender

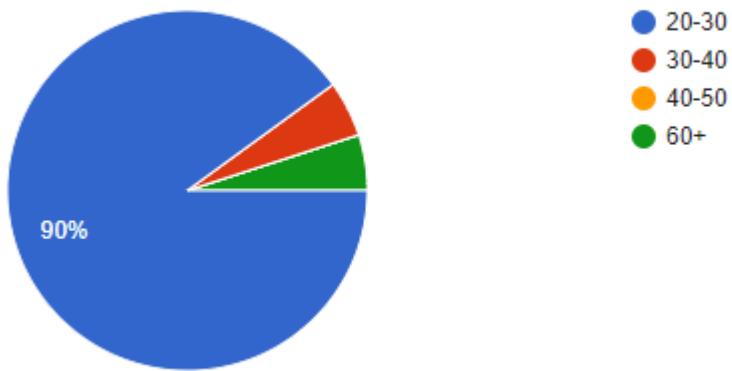
RESPONSE	MALE	FEMALE	Prefer not to say
NUMBER	40	10	0
PERCENTAGE	80%	20%	0%



INTERPRETATION: Out of the total sample size of 50, there were more number of male respondents than female respondents, the male respondents accounted for 80% of the sample whereas the female respondents accounted for 20%.

## QUESTION 2: AGE of the Respondents

FREQUENCY	20-30	30-40	40-50	60+
NUMBER	45	3	3	1
PERCENTAGE	90%	6%	0%	4%

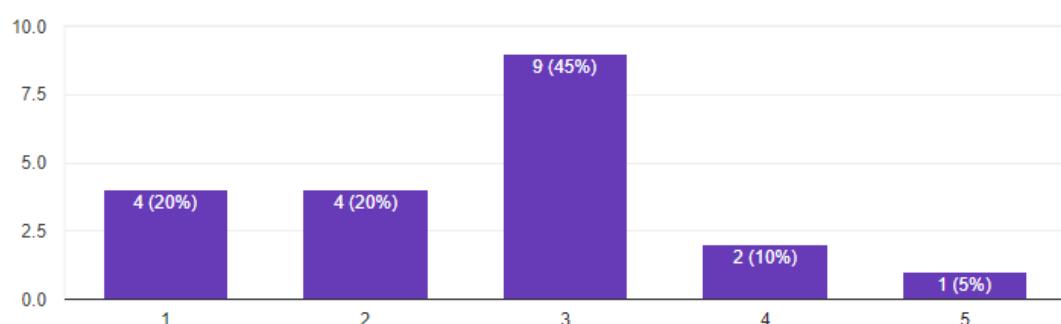


INTERPRETATION: Out of the total sample size of 50, majority respondents were of the age between 20-30 followed by the 30-40 range then the 60+ range and then no responses from the age group of 40-50.

QUESTION 3: While thinking about your most recent experience with Ucliq, how was the quality of customer service you received?

\*ONLY 20 RESPONDENTS ANSWERED THIS QUESTION

<b>RESPONSE</b>	<b>Very satisfactory</b>	<b>satisfactory</b>	<b>Average</b>	<b>Unsatisfied</b>	<b>Very Unsatisfied</b>
<b>NUMBER</b>	<b>4</b>	<b>4</b>	<b>9</b>	<b>2</b>	<b>1</b>
<b>PERCENTAGE</b>	<b>20%</b>	<b>20%</b>	<b>45%</b>	<b>10%</b>	<b>5%</b>



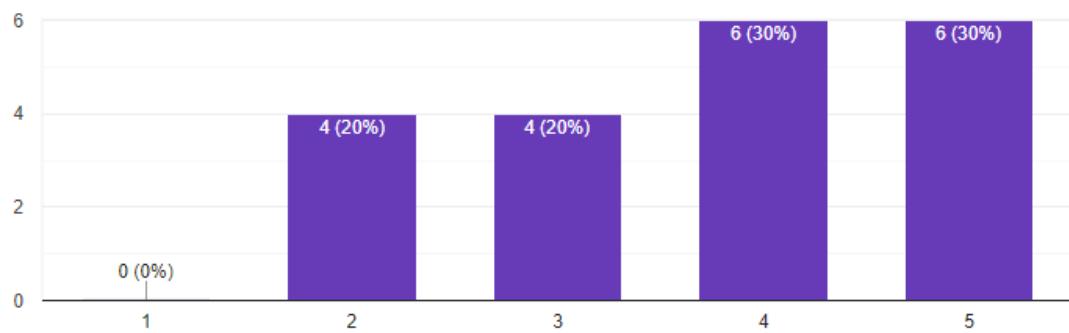
INTERPRETATION: According to the above chart we can depict that:-

- 5% of our respondents are very unsatisfied with our customer service.
- 10% of our respondents are unsatisfied with our customer service.
- 45% of our respondents feel our customer service is average
- 20% of our respondents are satisfied with our customer service.
- 20% of our respondents are very satisfied with our customer service.

QUESTION 4: The process for getting your concerns resolved was

\*ONLY 20 RESPONDENTS ANSWERED THIS QUESTION

<b>RESPONSE</b>	<b>Very Unsatisfactory</b>	<b>Unsatisfactory</b>	<b>Average</b>	<b>Satisfied</b>	<b>Very Satisfied</b>
<b>NUMBER</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>6</b>
<b>PERCENTAGE</b>	<b>0%</b>	<b>20%</b>	<b>20%</b>	<b>30%</b>	<b>30%</b>



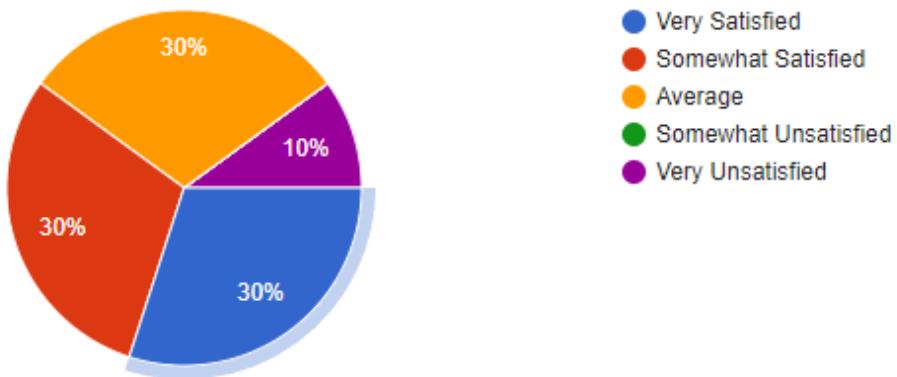
INTERPRETATION: According to the above chart we can depict that:-

- A grand total of 0 respondents are very unsatisfied with our process for getting concerns resolved!
- 20% of our respondents are unsatisfied with our process for getting concerns resolved.
- 20% of our respondents feel our process for getting concerns resolved is average.
- 30% of our respondents are satisfied with our process for getting concerns resolved.
- 30% of our respondents were very satisfied with how their concerns were resolved

QUESTION 5: Now please think about the features and benefits of the Product itself.

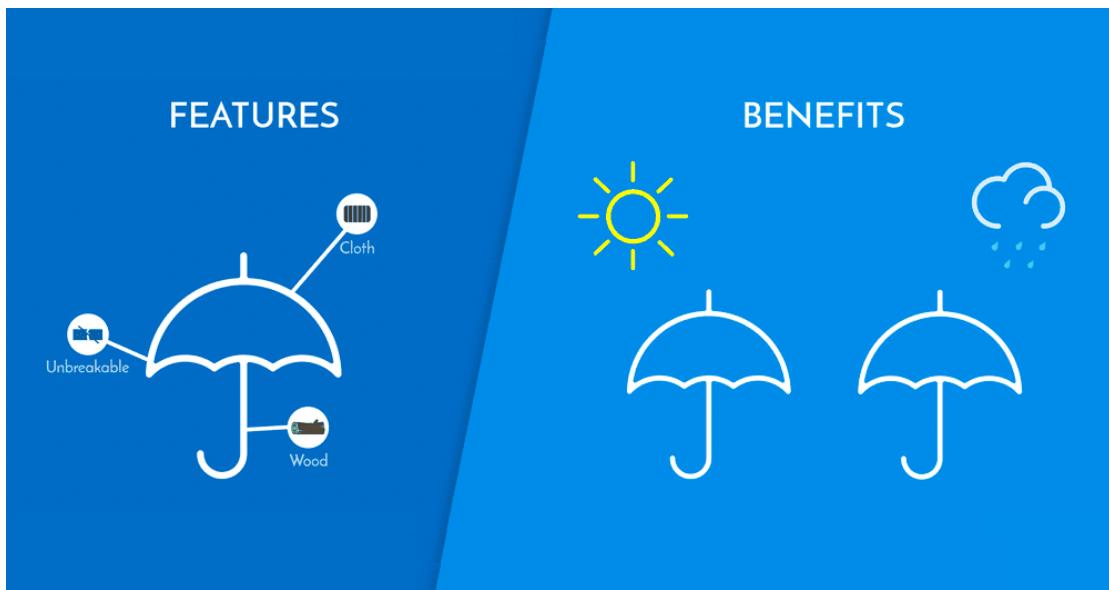
How satisfied are you with the Product?

RESPONSE	Very Satisfied	Somewhat Satisfied	Average	Somewhat Unsatisfied	Very Unsatisfied
NUMBER	15	15	15	0	5
PERCENTAGE	30%	30%	30%	0%	10%



INTERPRETATION: According to the above chart we can depict that:-

- 30% of our respondents were very satisfied with our product.
- 30% of our respondents were somewhat or moderately satisfied with our product.
- 30% of our respondents did not feel like our product was anything special.
- No respondent was somewhat dissatisfied with our product.
- 10% of our respondents were very unsatisfied with our product.

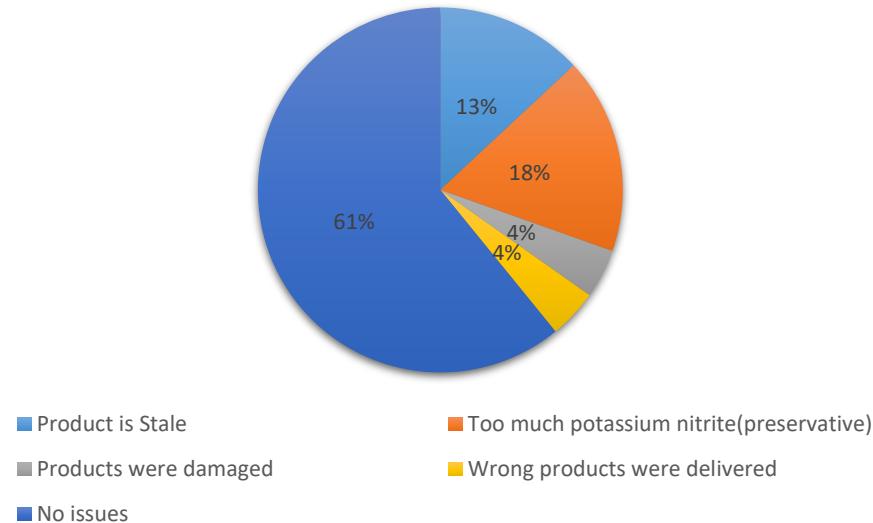


QUESTION 6: If you are not satisfied with the product, will you please describe why?

\*ONLY 23 PEOPLE RESPONDED TO THIS QUESTION

RESPONSE	Product is	Too much potassium nitrite(preservative)	Products were damaged	Wrong products were delivered	No issues
NUMBER	3	4	1	1	14
PERCENTAGE	13%	18%	4%	4%	61%

### Reason for not being satisfied

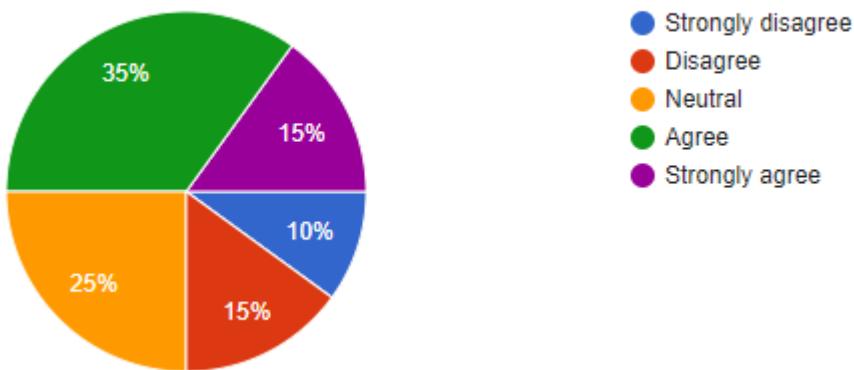


INTERPRETATION: According to the above chart we can depict that:-

- 13% of our respondents feel like our product is stale.
- 18% of our respondents say that we use too much preservatives on our product.
- Only 1 respondent found that the products were damaged.
- Only 1 respondent found that the goods were delivered wrongly to someone else
- 61% of our respondents don't have any particular issues with our product.

QUESTION 7: The customer service representative was very courteous

RESPONSE	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
NUMBER	5	7	13	18	7
PERCENTAGE	10%	15%	25%	35%	15%

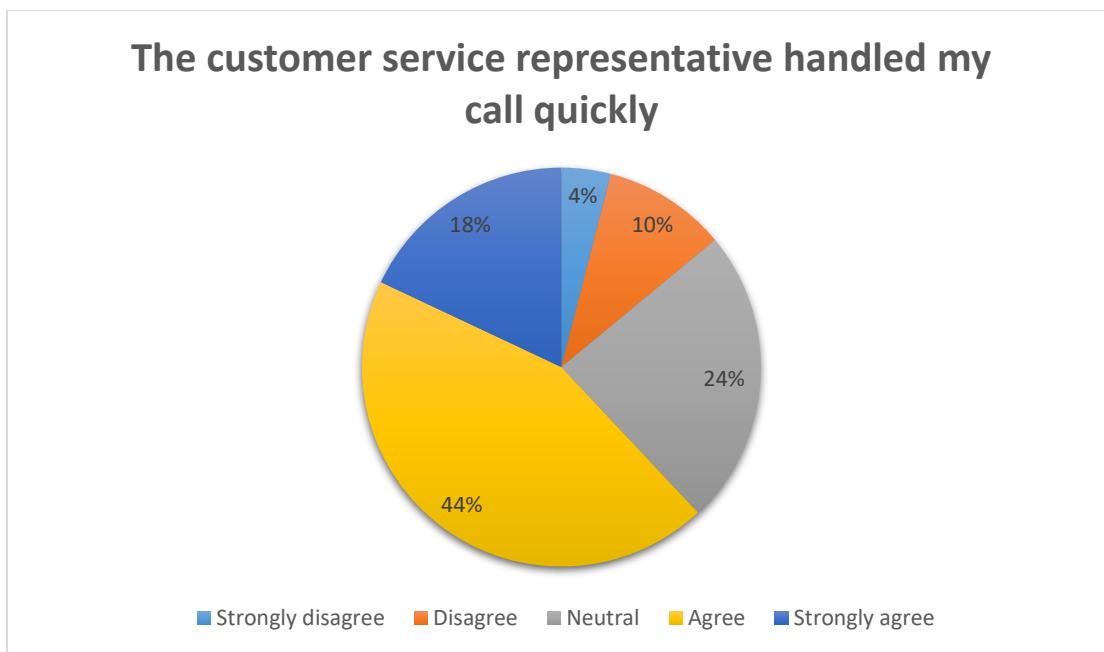


INTERPRETATION: According to the above chart we can depict that:-

- 10% of our respondents strongly disagree with the notion that our customer service representative is very courteous.
- 15% of our respondents strongly disagree with the notion that our customer service representative is very courteous.
- 25% of our respondents are neutral on this statement.
- 35% of our respondents agree with the notion that our customer service representative is very courteous.
- 15% of our respondents strongly agree with the notion that our customer service representative is very courteous.

QUESTION 8: The customer service representative handled my call quickly

RESPONSE	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
NUMBER	2	5	12	22	9
PERCENTAGE	4%	10%	24%	44%	18%



INTERPRETATION: According to the above chart we can depict that:-

- Only 4% of our respondents think that our customer sales representative completely mishandled their calls.
- 10% of our respondents think that our customer sales representative somewhat mishandled their calls.

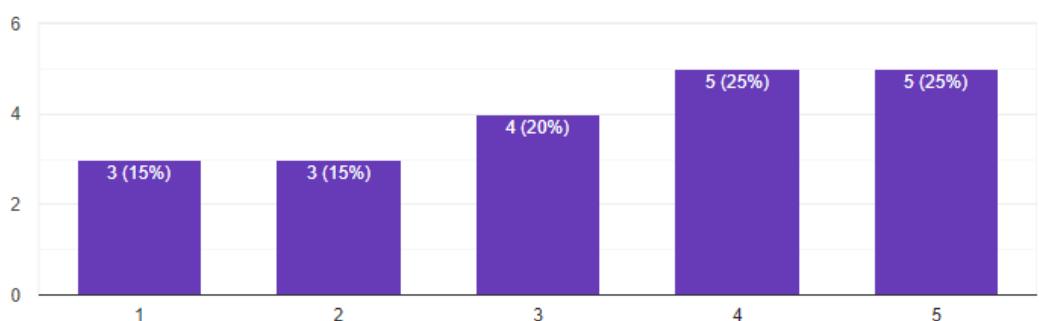
- 24% of our respondents are neutral on how our customer sales representative handled their calls.
- 44% of our respondents think that our customer sales representative handled their calls well.
- 18% of our respondents think that our customer sales representative handled their calls extremely well.



QUESTION 9: The customer service representative was very knowledgeable

\*ONLY 20 RESPONDENTS ANSWERED THIS QUESTION

RESPONSE	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
NUMBER	3	3	4	5	5
PERCENTAGE	15%	15%	20%	25%	25%

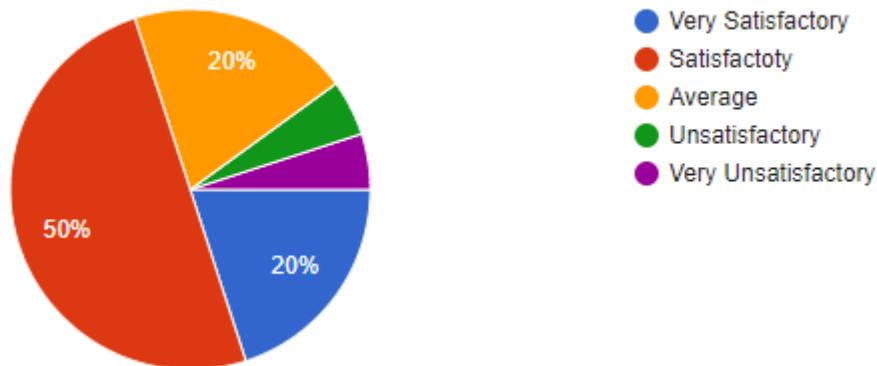


INTERPRETATION: According to the above chart we can depict that:-

- Only 15% of our respondents strongly disagree with the statement that our customer service representative was very knowledgeable.
- 15% of our respondents disagree with the statement that our customer service representative was very knowledgeable.
- 20% of the respondents are neutral on the statement that our customer service representative was very knowledgeable.
- 25% of our respondents agree with the statement that our customer service representative was very knowledgeable.
- 25% of the respondents strongly agree with the statement that our customer service representative was very knowledgeable.

QUESTION 10: How was the behaviour of our delivery boys?

<b>RESPONSE</b>	<b>Very Satisfactory</b>	<b>Satisfactory</b>	<b>Average</b>	<b>Unsatisfactory</b>	<b>Very Unsatisfactory</b>
<b>NUMBER</b>	<b>10</b>	<b>25</b>	<b>10</b>	<b>2</b>	<b>3</b>
<b>PERCENTAGE</b>	<b>20%</b>	<b>50%</b>	<b>20%</b>	<b>4%</b>	<b>6%</b>



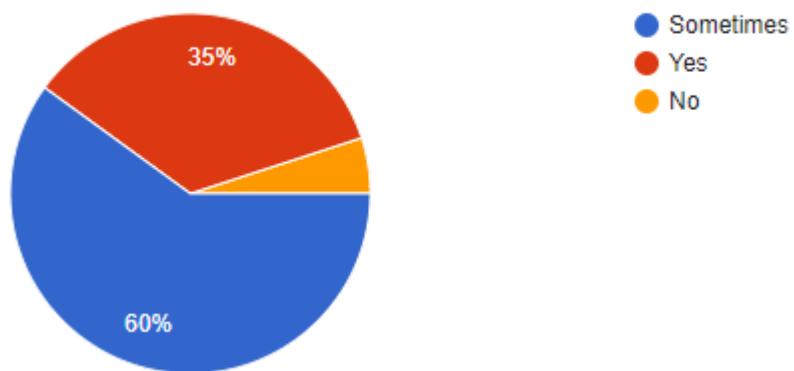
INTERPRETATION: According to the above chart we can depict that:-

- Only 6% of our respondents were very unsatisfied with the behaviour of our delivery boys.
- 4% of our respondents were unsatisfied with the behaviour of our delivery boys.
- 20% of our respondents thought that the behaviour of our delivery boys was OK.
- 50% of our respondents were satisfied with the behaviour of our delivery boys.
- 20% of our respondents were very satisfied with the behaviour of our delivery boys.



QUESTION 11: Do u receive our products quickly?

RESPONSE	Yes	Sometimes	No
NUMBER	18	30	2
PERCENTAGE	35%	60%	5%

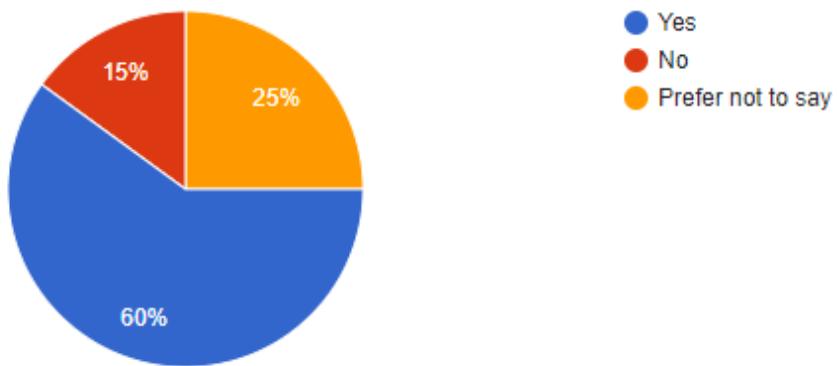


INTERPRETATION: According to the above chart we can depict that:-

- About 35% of your respondents receive our products quickly and efficiently.
- 60% of our respondents receive our product quickly sometimes.
- Only 5% of our respondents seem to receive our products late

QUESTION 12: were our prices reasonable?

RESPONSE	Yes	No	Prefer not to say
NUMBER	30	7	13
PERCENTAGE	60%	15%	25%

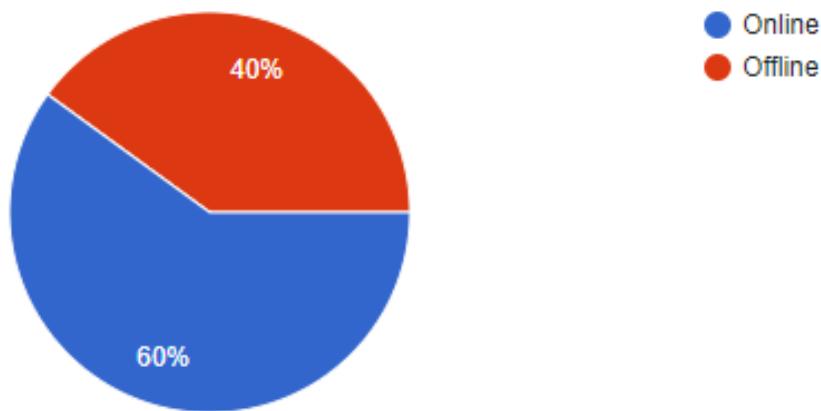


INTERPRETATION: According to the above chart we can depict that:-

- 60% of the respondents think that our prices are reasonable.
- 15% of the respondents don't think that our prices are reasonable.
- 25% preferred not to answer this question.

QUESTION 13: Preferred way of getting raw materials?

RESPONSE	Online	Offline
NUMBER	30	20
PERCENTAGE	60%	40%

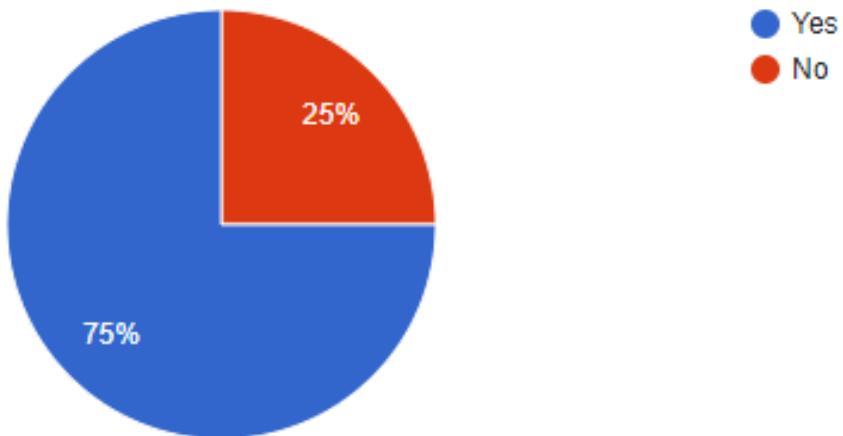


INTERPRETATION: According to the above chart we can depict that:-

- When asked the question whether the respondents prefer getting raw materials online or offline, 60% of the respondents said that they prefer getting it online.
- 40% of the respondents still prefer getting raw materials offline.

QUESTION 14: Was our website easy to navigate?"

RESPONSE	Yes	No
NUMBER	38	12
PERCENTAGE	75%	25%

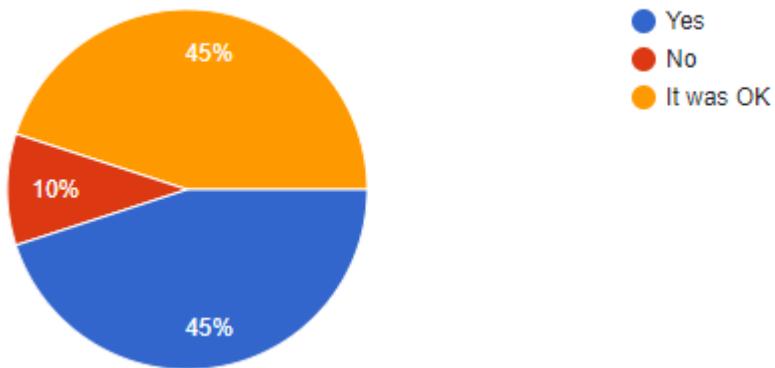


INTERPRETATION: According to the above chart we can depict that:-

- 75% of the respondents think that our website is easy to navigate.
- 25% of the respondents think that our website is hard to navigate.

QUESTION 15: was the onboarding process easy?

RESPONSE	Yes	No	It was OK
NUMBER	23	5	22
PERCENTAGE	45%	10%	45%



INTERPRETATION: According to the above chart we can depict that-:

- 45% of our respondents feel like the onboarding process is easy.
- 10% of our respondents disagree with the statement that the onboarding process is easy
- 45% of our respondents say that the onboarding process is OK.

## CHAPTER-4

### **SUMMARY AND CONCLUSION**

1. Majority of Respondents who participated in data collection through Questionnaire were Men
2. Majority of our Respondents were in the age group of 20-30 followed by 30-40 and then 60+.
3. Majority of our Respondents found their recent experience with Ucliq to be rather average this included the quality of customer service to some extent.
4. Majority of our Respondents seemed to be satisfied with our process for getting their concerns resolved.
5. Majority of our Respondents were satisfied with the features and benefits of the Product.
6. We asked those Respondents who were not satisfied with the product to describe the reason and most of them responded that there wasn't any issue however a decent chunk of our respondents thought we were using too much preservative.
7. 50% of the Respondents thought that our customer service representative was very courteous.
8. Majority of the respondents agreed when asked that if our customer service representative handled their call quickly.
9. 50% of the Respondents thought that our customer service representative was very knowledgeable.
10. Majority of the Respondents were satisfied with the behaviour of our delivery boys.
11. When we asked the Respondents if they receive our products quickly or not Majority of them responded with "sometimes".

12. Majority of our Respondents felt that our prices were reasonable.
13. Majority of our Respondents prefer getting raw materials online.
14. Majority of our Respondents felt that our website easy to navigate.
15. When asked whether the onboarding process easy or not there is a tie between the option ‘yes’ and the option ‘It was OK’.

## **SUGGESTIONS**

On the basis of the information obtained from the Respondents we can tell that the quality of customer service should be focused on the customer service that the clients receive should not be “average”.

When asked those Respondents who were not satisfied with the product to describe the reason although 61% of them responded no issues, we can also see that around 18% of them thought that we were using too much preservative, so the company can cut the cost on preservatives upto some degree.

Only 50% of the respondents thought our customer service representative was very courteous NOT ONLY THAT but also only 50% of the respondents thought our customer service representative was very knowledgeable meaning that the customer service representative needs training.

From the above data it seems that our delivery time is very inconsistent which isn't a good sign we could possibly use better vehicles for delivery.

40% of the Respondents still prefer getting their raw materials offline we should develop an app so that we can reach these respondents and convince them to get raw materials online.

When asked whether the onboarding process easy or not there is a tie between the option ‘yes’ and the option ‘It was OK’ meaning that we need to improve our onboarding process and make it easier for people.

## **CONCLUSION**

Ucliq is gaining importance day by day. With the increase of customers, Ucliq has focused to extend its attention to satisfy the needs of customers and made initiatives to improve the quality of service to enrich the satisfaction of the customers. Even though repeated attempts have been made by the company to improve the quality of services, the results have not completely satisfied the customer's needs. This reveals that, continuous, comprehensive, lengthy intentional performance and attempts are essential to solve these problems. Accordingly, the researcher has given some insights to develop and improve the quality of services to satisfy the customers.

The image of Ucliq depends on its personality, perceptions of the customers and the quality of the services offered. There are certain aspects towards which the respondents have positive feelings and there are others towards which the respondents have negative feelings. So, it is very difficult to say in a single word as to state whether the Ucliq company has positive or negative images. But it is understood from the evaluation of the Respondents that the negative aspects need the attention of the company.

The present-day marketing is mainly customer oriented and gives more emphasis to the customer satisfaction and perception. Mainly service industries give more emphasis to the customer. The main aim should be to fulfil the needs and wants of the customers. The satisfaction can earn goodwill for the company which in turn will give more profits.

Majority of the customers are satisfied with the services provided by the company should constantly improvise on the quality and product availability to retain the present customer as well as to gain more and more customers.

## **REFERENCES / BIBLOGRAPHY**

<https://www.zaubacorp.com/company/UCLIQ-SERVICES-PRIVATE-LIMITED/U74999DL2019PTC353930>

<https://www.tofler.in/ucliq-services-private-limited/company/U74999DL2019PTC353930>

Google forms

<https://www.scribd.com/>

[https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20\(Business%20Research%20Methods\)Research\\_Methology\\_C\\_R\\_Kothari.pdf](https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20(Business%20Research%20Methods)Research_Methology_C_R_Kothari.pdf)

<https://www.sciencedirect.com/science/article/abs/pii/S0377221703000286>

<https://www.questionpro.com/blog/primary-research>

# Experience with Ucliq

1. Please select your gender

*Mark only one oval.*

M

a

I

e

F

e

m

a

I

e

Prefer not to say

2. What is your age?

*Mark only one oval.*

20-30

30-40

40-50

60+

3. While thinking about your most recent experience with Ucliq, how was the quality of customer service you received?

*Mark only one oval.*

1      2      3      4      5

---

Very Satisfactory

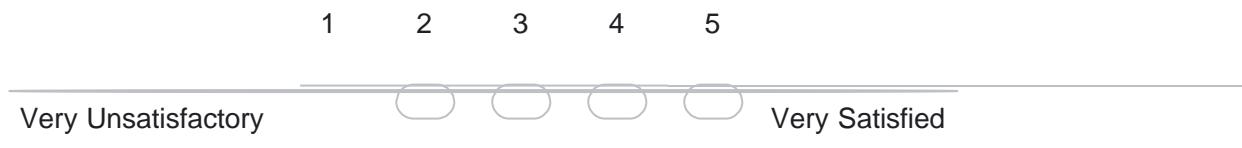


Very Poor

---

4. The process for getting your concerns resolved was

*Mark only one oval.*



5. Now please think about the features and benefits of the Product itself. How satisfied are you with the Product.

*Mark only one oval.*

- Very Satisfied
  - Somewhat Satisfied
  - Average
  - Somewhat Unsatisfied
  - Very Unsatisfied

6. If you are not satisfied with the product, will you please describe why.

*Mark only one oval.*

- Product is Stale
  - Too much potassium nitrite(preservative)Products were damaged
  - 
  - Wrong products were delivered
  - No issues

7. The customer service representative was very courteous

*Mark only one oval.*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

8. The customer service representative handled my call quickly

*Mark only one oval.*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

9. The customer service representative was very knowledgeable

*Mark only one oval.*

1      2      3      4      5

---

Strongly agree



Strongly disagree

---

## 10. How was the behaviour of our

*Mark only one oval.*

- Very Satisfactory
- Satisfactory
- Average
- Unsatisfactory
- Very Unsatisfactory

## 11. Do u receive our products quickly?

*Mark only one oval.*

- Sometimes
- Yes
- No

## 12. were our prices reasonable?

*Mark only one oval.*

- Yes
- No
- Prefer not to say

## 13. Preferred way of getting raw materials?

*Mark only one oval.*

- Online
- Offline

## 10. How was the behaviour of our

*Mark only one oval.*

 Y e

s

N

o

## 15. was the onboarding process easy?

*Mark only one oval.*

 Y e s

N

o

It was OK