

BUSINESS DEVELOPMENT MANAGEMENT

MID-TERM SUBMISSION



TITLE

**IMPROVING PROFITABILITY AND CUSTOMER SERVICE
AT SHRI KRISHNA SWEETS & NAMKEEN THROUGH
STAFF RETENTION, SALES STRATEGIES AND
PROCUREMENT OPTIMIZATION**

NAME-

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ROLL NO.-

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EXECUTIVE SUMMARY

PROOF OF ORIGINALITY

Proof consists of:

- Screenshot of WhatsApp group where daily milk rates are decided and updated.
- Minute-long video with the owner (because the owner was very shy so couldn't convince after getting interrupted by a customer).
- NOC letter signed and sealed by the owner.

DATA COLLECTION

Data consists of initial information given by the owner for specific problem. (All analysis and graphs are made in EXCEL).

- For sales of snacks the Total Cost to Profit data is been collected. To understand how the sales can be improved with also giving more value to customer.
 - And for that Pie-Chart is been made by the use of Excel to show the percentage of different snack sales.
- For workers problems their Total Cost to work is collected. To look for areas where the cost can be cut base on their job profile.

Data representation done with tables and graphs with their metadata and description of the same.

ANALYSIS AND EXPLANATION

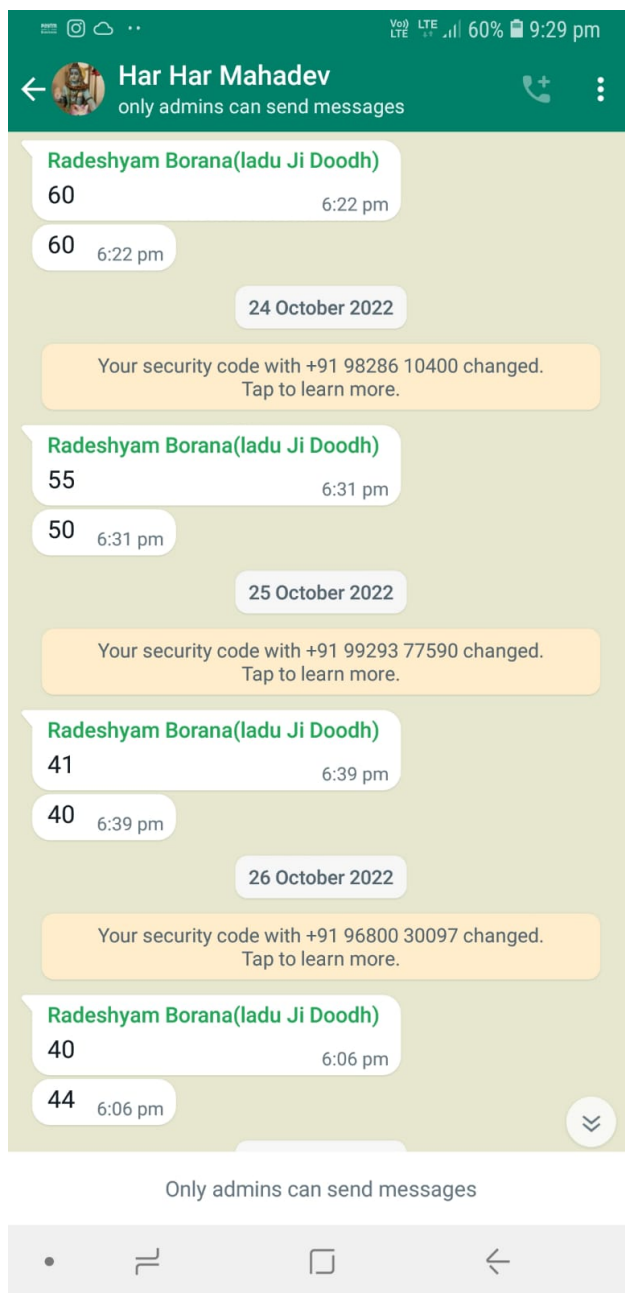
- Working on first 2 problems out of 3 stated earlier in the proposal i.e.
 - ✓ Decrease in the sales of Snacks.
 - ✓ Retention problem of working staffs.
 - Procurement of milk. (Because it only depends on the supplier and there is no possible way to change the supplier).

- Meeting with the owner and workers to understand the problems from both sides and arguments for the same.
- Data is been collected for 3-4 months for the problems and approx. monthly cost analysis.

RESULTS AND FINDINGS

- This just shows a Line Graph to summarize how in the past during the festival time the daily milk increased by the Milk Supplier. It is not predicting anything and it's just graphical representation from the data.
- And trend line chart is used in Excel. With Link of Google Sheet for the analysis and cleaning of data (Manually copying is down form the WhatsApp Group Chat of the Owner).
- This is not a part of problem solving in the project but to show that how increase in milk rates increase the prices of other products such as sweets in which milk is a raw material.

PROOF OF ORIGINALITY



Picture 2: Proof for Milk Prices



Picture 1: Interaction Video

LETTER FROM ORGANIZATION

Shri Krishna Sweets and Namkeen

No Objection Certificate

Date-

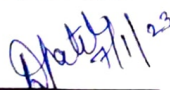
This is to certify that Mr Praveen Choudhary has taken the data from our organisation and this letter confirms that we have completely no objection to his using our data for his BDM capstone project.

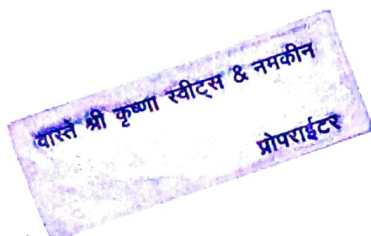
This NOC has been issued as per the request of Praveen Choudhary and can be used by him for the specific purpose mentioned above.

During his time with us, he has been a sincere individual and we wish him good luck.

Sincerely,

Mr Dinesh Patel





Picture 3: NOC Letter from Owner

DATA COLLECTION

(All prices in Indian Rupees)

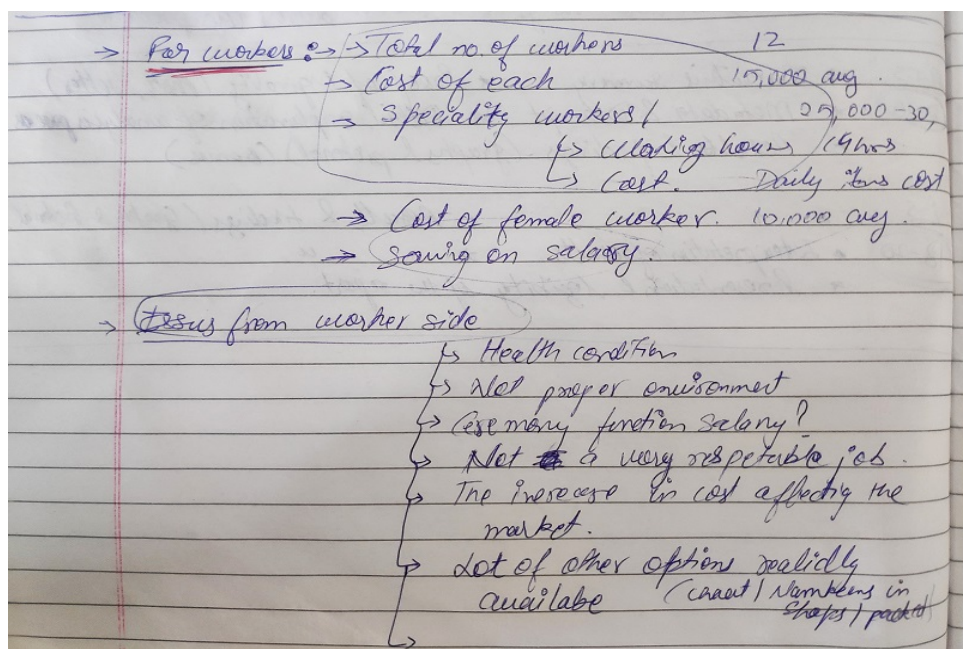
FOR WORKERS

1) **Helping Workers**- Help with basic work to provide items on the counter or help with basic kitchen stuff. And works around 8-10 hours. per day with no off days.

2) **Main Chefs (Halwai)**- Makes the most of products like - Sweets, Namkeens, Milk products and snacks. Works for 8-12 hours depending on the demand.

Type of workers	Numbers	Salary And additional Cost per Worker	Cost Percentage
Helpers	12	16,000	65%
Main Chefs (Halwais)	3	34,000	35%
Total	15	3,00,000	

Table 1 Cost of Workers Data



Rough data collected in notebook during the meeting with owner.

Picture 4

Descriptive Data-

- In the above (Table 1) the cost of per worker is given and also the number of them working in the shop. During festival season or time some temporary workers are hired to help in work load.

- And here we can see that total cost of helpers have around 65% weightage in total. So, we can try to cut some cost in the helpers by-
 - Hiring females in place of male workers for basic work like -making dough, cutting fruits or vegetables, mixing, and non-skill work so that the living cost of Rs-4,000/- can be reduced.
 - And can also get automatic machines for same repetitive work of making dough, cutting, mixing purposes.
- And estimate suggests that hiring 4 females can save upto Rs- 16,000/- of living cost which is more than 5% of total cost.

COST OF SNACKS (ON DAILY BASIS)

Item	Selling Price	Avg. Quantity Sold	Total Sales
Mirchi Bada	18	350	6300
Samosa	18	325	5850
Payaz Kachori	18	250	4500
Mogar Kachori	10	400	4000
Mawa Kachori	33	100	3300
Total	-	1,425	23,950

Table 2 Daily Sales of Snacks

Handwritten notes and a table summarizing snack sales data.

Notes:

- Cost: 8,000 - 10,000
- Profit: 18.20
- Price: 9.00
- Google map: (showing area & competition)
- Suppl: 5000
- Initial cost stock
- Days to sell: 10-14
- Margin: 52%

Item	Price	Quantity	Quantity/week
P. Kachori	18	250	10 - approx
m. Kachori	33	100	10
Mirchi bada	18	325	10
Samosa	18	350	10
Mogar Kachori	10	400	10 - approx

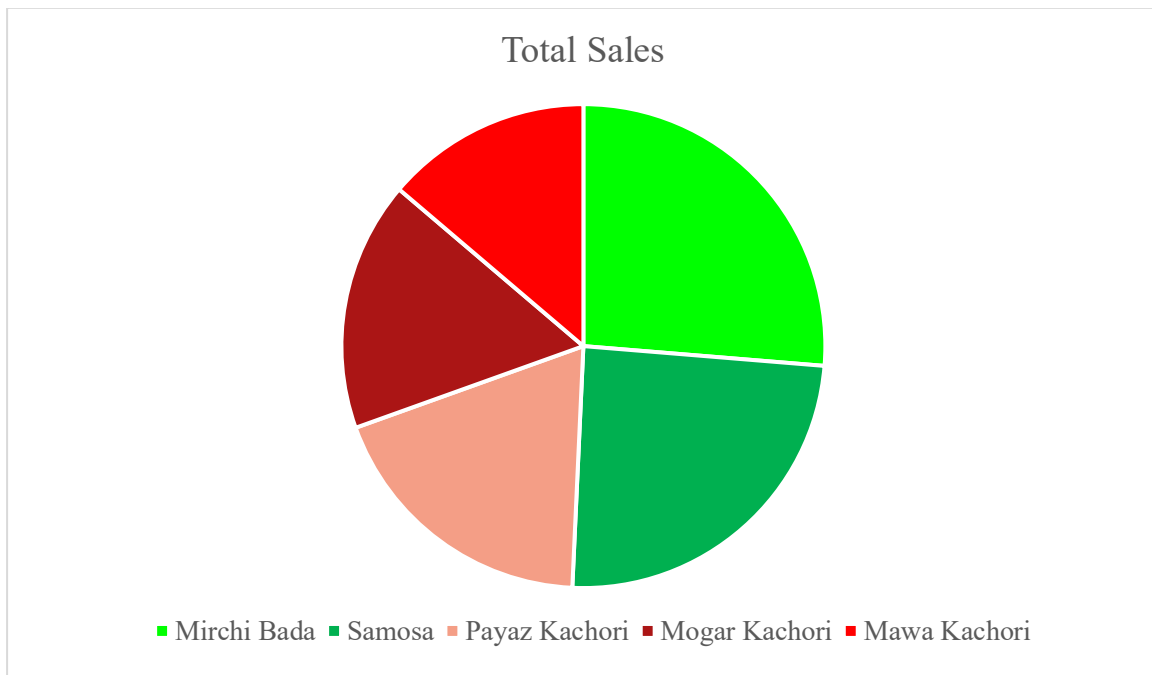
Data collected of snacks sales.

Picture 5

Cost	Sales	Profit	Profit Percentage
8,000 - 10,000	18,000 - 20,000	8,000 - 10,000	50% approx.

Table 3

Descriptive Data- Some key findings can be understood from the (Table 3 and 4) i.e., -



Graph 1: Sales Comparison

1. Top 2 sales items contribute more than the combined rest 3 i.e., Kachori Category
 - Mirchi Bada (6300) + Samosa (5850) = 12,150 > Payaz Kachori (4500) + Mogar Kachori (4000) + Mawa Kachori (3300) = 11,800.
2. Which implies that the Kachori Category snacks sales need or can be improved.
 - By giving more value addition with it for e.g., Complimentary 2 slices of Bread with Kachori or extra chutney. Which can increase the utility with respect to customers.
 - And by listing the shop on Online Delivery platform and also increase the sales.

DETAILED EXPLANATION OF ANALYSIS AND PROCESS

MEETING WITH OWNER

- To understand the business problems.
- Retention of "Skilled Workers" is a significant problem along with the monopoly of milk suppliers and the number of snack sales.
- Many products sold in open packets like namkeens, some sweets, and a few snacks are readily available in packages in supermarkets nowadays, which also drives the sales down.
- Competitions around the shop in the same category are also an affecting factor.
- An increase in the prices of raw materials is a driving factor in large.
- Other things that were discussed were -
 - Introducing a new category of products and showing a presence on any online food delivery platforms.
 - Expansion of the shop by opening new branches.

MEETING WITH WORKERS

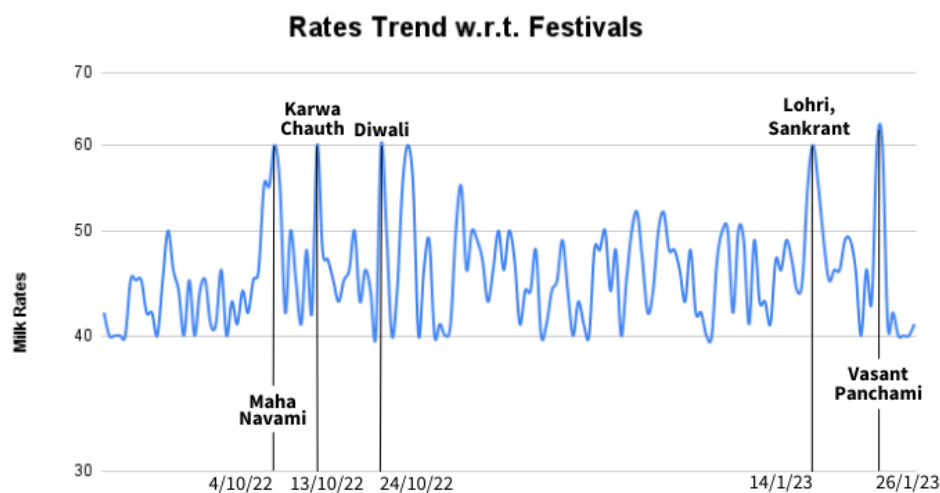
- Most of the workers live together in the backside of the shop and the cost of basic needs is covered by the shop owner which includes - Rent, food cost, the basic needs (Soap, toothpaste-like, etc). Which cost around Rs- 4000 per worker.
- Problems they mentioned -
 - Not happy with the salary (expect to have more than 30,000)
 - Working conditions are not so good (after working a few years near the hot oil pans, it affects the health conditions).
 - Long working hours are also an issue with no compensation for extra hours and not much adequate leave/holidays.
 - Get more money in a day in a ceremony back in the villages or a small function.

RESULTS AND FINDINGS

MILK RATES TREND IN THE PAST

As Milk problem is not to taken into consideration for this project because the only possible way to procure the amount of milk is by the cartel of milk suppliers in the city.

But interesting thing to see in the graph is how the milk supplier increases the price of milk during and just 1 or 2 days prior to any festival which in fact increases the price of other products such as sweets.



Graph shows the past months data of milk rates during the festival days. Its not predicting anything

Graph 2: Milk rates in the past

[Link for Excel Sheet](#)

Descriptive Analysis-

- As can be seen during the month of October 2022 when there are lot of festivals the cost of milk rates gone high upto Rs-60/- 3 times which is the highest in past 5 months of data collected.
- Whereas other from October and January month the average rate is around Rs- 46/-.