

# Case Study

A shop going in Loss  
Solution & Overview

# Overview



- ★ Introduction
- ★ Problem Statement
- ★ Situation Analysis
- ★ Solution Description
- ★ Conclusion & Suggestion

# Introduction



A man has taken a shop in Rent near BTM Layout, Bangalore, not in the main road but as a local shop. The rent of the shop is 14000 per month. The man took the shop to sell fast food like - Biryani, Maggie, Egg Bhujia, Omelets, Chicken Kabab etc.

- In the first 3 months he made a profit of around 100000, with a sales of around 300000.
- In the 1st month he was selling veg food also, but he stopped after the 2nd month as it stock was not getting out.
- After 4 - 5 months down the line the man is making a huge loss in his investment. He has a due of 2 months to pay the rent.
- The sale has drastically gone down and he is thinking to close the shop.
- The Man is very lazy in working hard and also very poor in any other investment.

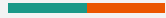
# Problem Statement



- How will we tackle a situation of this kind? Write a solution to this kind of problem. Give a Fact-full answer by understanding the critical problems.
  
- ❖ After the 2nd month veg food stock was not getting out.
- ❖ Making a huge loss in his investment.
- ❖ He has a due of 2 months to pay the rent.
- ❖ The sale has drastically gone down and he is thinking to close the shop.
- ❖ The Man is very lazy in working hard and also very poor in any other investment.



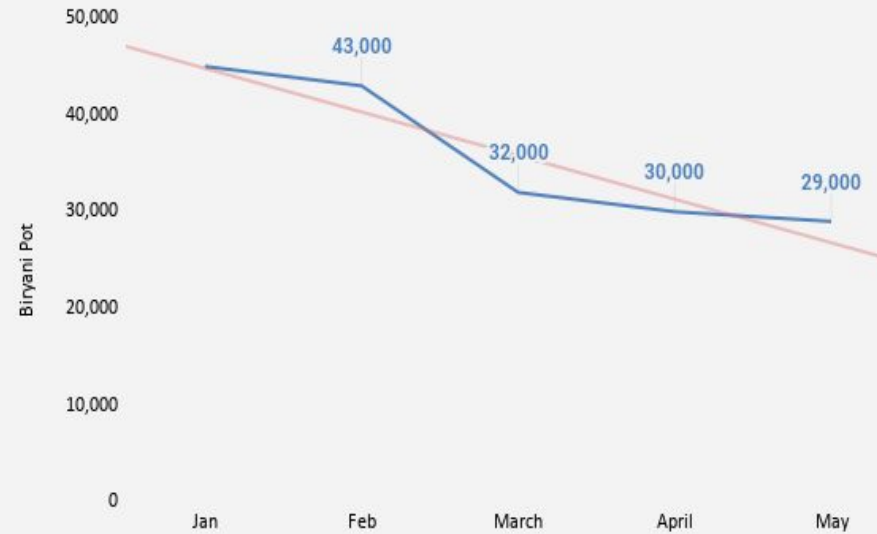
# Situation Analysis



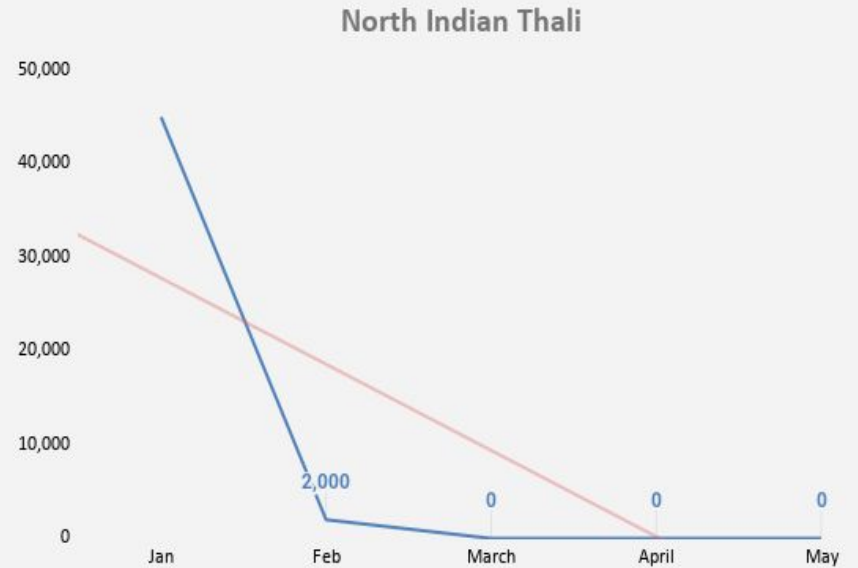
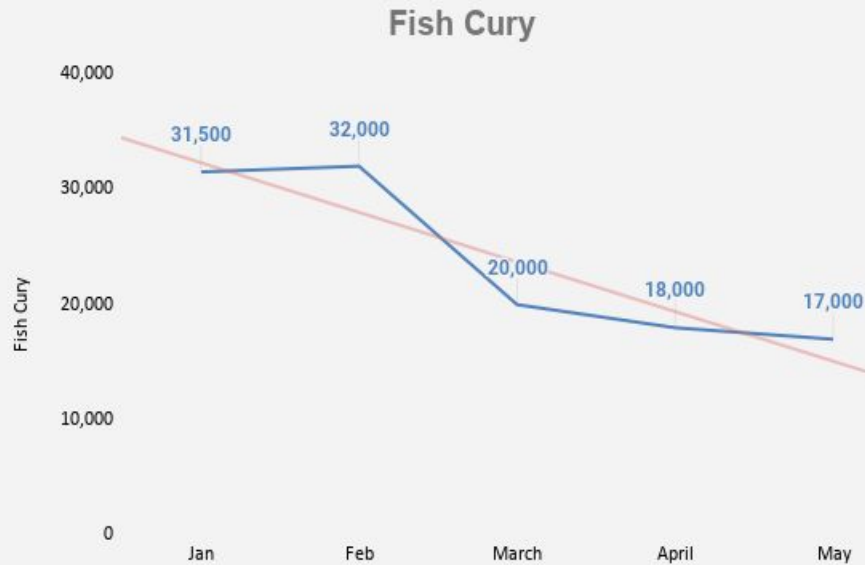
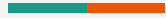
*Biryani*



*Biryani Pot*

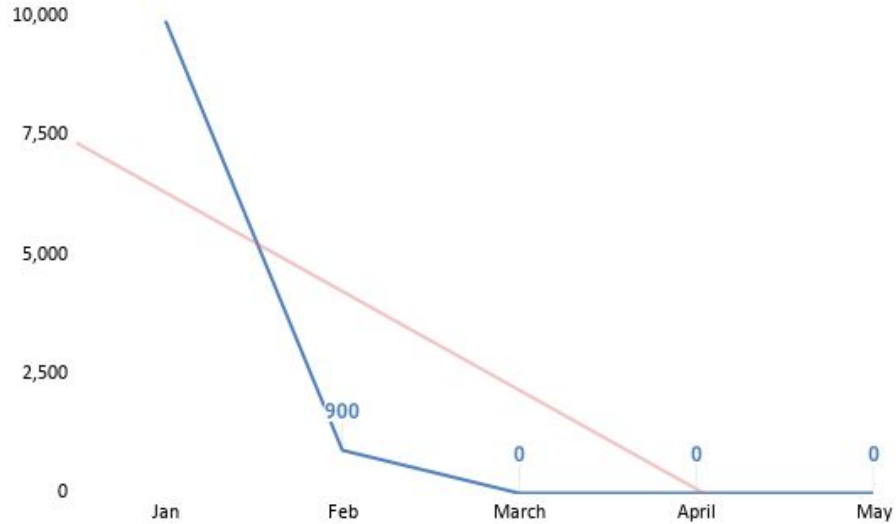


# Situation Analysis (continued..)

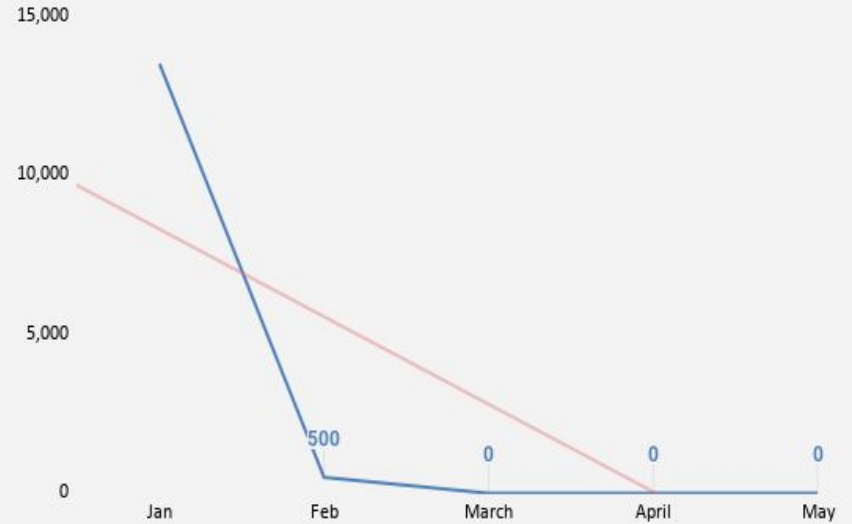


# Situation Analysis (continued..)

Mini Phulka Thali



Paneer Butter Thali





# How will you tackle a situation of this kind

## Scenario Manager & Goal Seek

	A	B	C	D	E	F	G	H
27								
28								
29	Analysis before Scenerio Manager	Sales	156900	88400	54,700	51,700	47,700	
30	Expenses	Rent	14,000	14,000	14,000	14,000	14,000	
31		Staff cost	25,000	25,000	25,000	25,000	25,000	
32		Infrastrcture cost	34,000	0	0	0	0	
33		Security cost	10,000	4,000	4,000	4,000	4,000	
34		Electricity	5,000	4000	4000	4000	4000	
35		Water	12,000	3,000	3,000	2,000	2,500	
36		Profit	56,900	38,400	4,700	2,700	-1,800	
37								
38	Analysis via Scenerio Manager							
39		Sales	156900	88400	54,700	51,700	47,700	
40	Expenses	Rent	14,000	14,000	14,000	14,000	14,000	
41		Staff cost	25,000	25,000	15,000	15,000	15,000	
42		Infrastrcture cost	34,000	0	0	0	0	
43		Security cost	10,000	4,000	0	0	0	
44		Electricity	5,000	4000	3000	3000	3000	
45		Water	12,000	3,000	2,500	2,000	2,500	
46		Profit	56,900	38,400	20,200	17,700	13,200	
47								
48					Increase the no. Of dishes and profit will increase		Sales should always be >=49,000 , to always stand on profitable side, (as per current dishes count and condition)	

# Conclusion & Suggestion



After Applying cuts to expenses as described he could come back and start again & remove cuts when back on track

Increase extra Dishes to menu and begin serving Veg Food again.

Since Owner is less hardworking, he should join hands with Swiggy, Zomato, etc.. which by themselves provide discounted food so he doesn't have to think and apply anything. Just Earn