

# **BUSINESS DATA MANAGEMENT**

## Proposal of Capstone Project on Grocery Business

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## ORGANISATION BACKGROUND:

- NCD Suppliers is a grocery supplier operating in central Kolkata, West Bengal, now owned by Mr. Bijoy Dutta, previously owned by his father Late Mr. NC Dutta. It's prime customer sources constitute mainly of mobile vendors, supermarket shops and also deliver for catering services who in turn arrange social gatherings like weddings, birthday parties and any such relevant occasions.
- It has been in the grocery supplying business since 2014 and has earned its well-deserved reputation.
- Its prime area of business includes Gariahat, Salt Lake, Newtown and etc.
- The firm also has a retail store in Jadavpur area.



- A storage unit of the firm prepaing for a delivery. The firm has 3 storage units placed in prime locations across the city to ease delivery to customers.
- The sales of seasonal fruits and vegetables increase in respective seasons while the sales of the more general items remain fairly constant.
- The company aspires to “Deliver fresh and healthy grocery to its customers thus facilitating a fruitful return on the initial investment while building a trustworthy relationship.”



## **PROBLEM STATEMENTS:**

- Less profits earned as compared to what can be earned potentially.
- Wastage of stored products during the off-season due to low demand causing zero return on capital investment.
- Increasing competition from newly emerging online contemporaries with huge resources.
- Lack of proper advertisement and online presence which is necessary in the modern market.



## **BACKGROUND OF THE PROBLEMS:**

- Failing to cater to the increased demands of the seasonal items due to shortage of labour, transportation hurdles and other such grassroot level problems. Inability to effectively allocate the limited resources in the most efficient way thus earning far less than the inherent potential.
- Due to lack of proper storage planning, inability to increase inventory of the vegetables as they easily rot or get pest infected due to lack of proper storing methods or even sitting out without demands.
- Increasing the variety of services the firm offers like home delivery from the grocery store in a certain radius. Versatile payment methods like UPIs and credit/debit cards for payment acceptance helps the cause.
- Advertising for various discounts and offers ensure benefits for both the business and the customers is a good way to go. Also advertising in online platforms is quite easy nowadays and has great impact on the overall business.



## **PROBLEM SOLVING APPROACH:**

- Understanding the dynamics of the firm and how it operates internally to evaluate the present situation. Analysing available data using Excel data analysis tools to find patterns and problems. Then draw data driven conclusions thus constructing solutions to eliminate them step by step.
- Data related to monthly sales to find pattern in sales for monthly/seasonal/festive season trends. Cost price of various products the firm buys and respective selling prices to conclude most the earning and least earning commodities. Also obtaining data of other relevant expenditures like electricity bills, rents etc, to calculate income, expenditures and profits for a given time period.
- Using MS Excel to clean the data recorded. Then data analysis tools like Data tables to store this cleaned data categorically thus using it to construct Bar graphs and Pie Charts to witness trends in data and conclude problems while finding probable solutions hidden in it.
- Working out discount and offer models to increase sales which could potentially increase demands. Thus, temporarily earning lesser profits could potentially go on to benefit the firm in the long run. Advertising online is super easy now with Google Ads which lets the firm design it own advertisements to be published across platforms for interested parties to view and consider it.



## **EXPECTED TIMELINE:**

- Proposal Submission: 16/12/22 – 20/12/22
- Data Collection: After proposal approval.
- Mid-term Submission: 28/01/23 – 30/01/22
- Final Submission: 10/02/23 – 20/02/23
- Viva: 20/03/23 – 24/03/23



## **EXPECTED OUTCOME:**

Analysis of found problems and providing systematic solutions to these will benefit the business on various fronts. Conclusions drawn will help allocation of resources with utmost efficiency thus increasing the valuation and market presence of the firm along with the profits earned.

**END**