

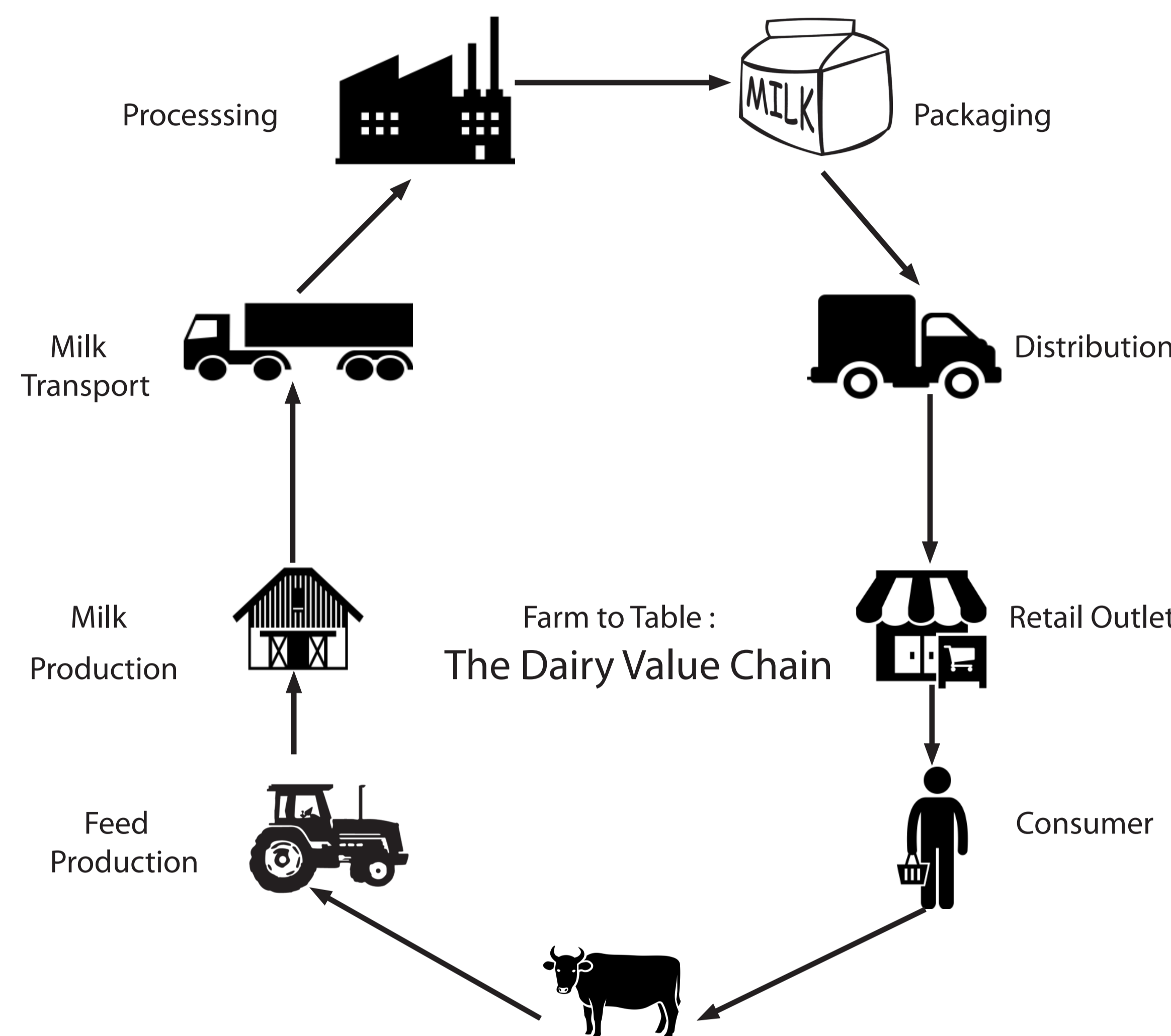
# Title : Daily Sales Tracking System in Dairy Sector with a focus on Milk Industry

## EXECUTIVE SUMMARY

The Indian Dairy market is bifurcated as unorganised and organised. In the unorganised dairy market, milk is sold by means such as milkmen and vendors. These milkmen collect raw milk directly from the farmers and sell in the market. In the organised sector, on the other hand, cooperatives and private dairies set up efficient channel of milk procurement and distribution. In this manner, raw milk is collected from the farmers, after which it is processed, packed and distributed to various channels. The Indian dairy market was dominated by the unorganised sector, however, due to changing socio-economic patterns the focus is shifting towards developing the organised sector.

The Indian dairy industry is fraught with many difficulties such as inefficiency, deterioration of perishable food items, unsatisfactory quality of commodities, malpractices in weights and measures, mismatch of demand and supply, long waiting times, exorbitant corruption, rude behaviour of shopkeepers and poor service delivery.

Streamlining of SCM processes will result in increased operational efficiency, thereby reducing transit losses. My proposed "Digital Dairy Management system" will help improve the entire operations of the sector and Sales analyzation system for the organization. It will help in daily analysis of Milk production cost per liter, Milk procurement cost per liter, Milk Processing Cost Per liter, Manpower cost per liter, Water and utilities consumptions, Procurement operations cost, Logistics cost in Dairy value chain



## Operational Value Chain

Value Chain analysis for an FMCG company supplies goods from its Warehouse to the distributor's warehouse. Distributor will have his own sales man who will go to the market on a predetermined route to take orders from outlets/kirana shops in market. In the evening the sales man will come back with the order quantity for each outlets on that route. Generally next day (n+1, n is here the day when orders are taken from the market) the supplies are made by the distributor for orders taken that day. The payment is made on the same day in cash by the retailers after certain hours of supply.

## BMC MODEL

Agricultural development is still highly important for communities in developing countries. The sector is a major source of income, especially in rural areas of India. Development of agriculture can thus play a major role in increasing incomes and thereby alleviating poverty. The objective of this study is to identify possible business model approaches for multinational dairy firms when they design and implement a "Digital Dairy Development System" in Milk sector. In order to fulfill this objective, several activities have been performed. First, a literature review has been executed to identify the most important elements of business models. Three of these nine elements of the Business Model Canvas are concerned with the sourcing side of a firm's business model, namely key resources, activities, and partnerships. Supply chains indicated that these business model elements could differ on the basis of three aspects, which set one business model approach apart from another.

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<b>Partners</b> • Distributors • Retailers <b>Suppliers</b> • Local farmers of milk and other milk products • Product manufacturer • Packaging requirements	• Product development • Building relationship with industry • Partnership with good quality of suppliers • Process management of orders & distribution • Marketing & Branding of product  <b>Key Resources</b> • Technological knowledge – someone who can design and develop system	• Natural and health related benefits • Farm to Table through technology aided system • Electronic database to the existing manual system	• Develop a customer centric brand • Build a reputation of consistent supplier of our product with manufacturer, distributors & Retailers  <b>Channels</b> • Direct to Retail outlets and consumers • Distributors who supply to the corporates	• Product conscious FMCG companies • Health conscious companies • Wholesalers and Retailers • Grocery stores
<b>Cost Structure</b>		<b>Revenue Streams</b>		
• Ingredients • Production facility • Transportation cost • Delivery		• System sales to FMCG companies • Distributors and wholesalers who supply to corporates		



## NEED ANALYSIS

The dairy sector in India especially for local/Regional brands of milk lack in operations. It is found that there is no track record of supply of daily sales in various beats, as it is observed that the mode of payment is Cash. No bill is produced by any of the distributor or the retailer. Thus there is a need of creating a technological interface which connects the company to the distributors and the distributors to the retailers. "Digital Dairy Management system" will help improve Sales analyzation system for the organization.

## TARGET CUSTOMERS

- FMCG companies
- Distributors
- Distributor Agencies who supply to the corporates

## BENEFITS

- Electronic Database
- Minimize human error and ensure consistency
- Daily Sales Analysation in various beats
- Internet Infrastructure as a Utility for Every Dairy Department
- E- Administration
- E- Finance Management

## WHY SHOULD AN INVESTOR INVEST IN YOUR IDEA ?

- The system will analyse the Potential Market on daily basis which help in increasing Market Penetration, Sales forecasting which will help in increasing the revenue generation
- Dairy Grievance Redresses : By using IT to automate, respond, analyse data to identify and resolve persistent problems will largely improve the process of the organization
- E-Marketing with cold chain monitoring

## Group Member

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