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 channels 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 analysis 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, Management cost per liter, Water and utilities consumptions, Procurement operations cost, Logistics cost in Dairy value chain.

NEED ANALYSIS

To create Daily Sales Tracking System in Dairy Sector with a focus on Milk Industry. Digitalization will cover entire enterprises operations in one hub, with enable IT solutions. One of the most complex areas to manage is the integration of IT and staff commitment to new ways of doing business and support for smooth integration.

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
- Daily Grievance Redresses : By using IT to automate, respond, analyse data to identify and resolve persistent problems will largely improve the process of the organisation
- E-Marketing with cold chain monitoring

TARGET CUSTOMERS

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

BENEFITS

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

STAKEHOLDERS

- Vendors
- Stakeholders
- Consultants
- Manufacturers
- Distributors
- Retailers

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