

Final Project

“AN ANALYTICAL STUDY OF SUPPLY CHAIN MANAGEMENT AND DISTRIBUTION CHANNELS IN BRITANNIA INDUSTRY”

Submitted to
DMSR- G. S. College of Commerce & Economics, Nagpur

Affiliated to
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Nagpur**

In partial fulfilment for the award of the degree of
Master of Business Administration

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CERTIFICATE

This is to certify that "Ekant Vijay Tambe" has submitted the project report titled "AN ANALYTICAL STUDY OF SUPPLY CHAIN MANAGEMENT AND DISTRIBUTION CHANNELS IN BRITANNIA INDUSTRY ", towards partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Place: Nagpur

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Nagpur

DECLARATION

I here-by declare that the project with title **“AN ANALYTICAL STUDY OF SUPPLY CHAIN MANAGEMENT AND DISTRIBUTION CHANNELS IN BRITANNIA INDUSTRY ”** has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

“Ekant Tambe”

Place:

Date:

G. S. College Of Commerce & Economics, Nagpur

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof./Dr. "Name" for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Sonali Gadekar for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful. (mention the names with designation)

"Ekant Tambe"

Place:Nagpur

Date: .../08/2022

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INTRODUCTION

INTRODUCTION

INTRODUCTION OF SCM

Supply chain management has a very important role to play within the organization because it involves with the responsibility for predicting and satisfying end customers' demand back through to the supplier and creates opportunities for the procurement professional to contribute to the organization's success. The objective of supply chain management is to create the most value for the entire supply chain network, including the end-customer. Successful supply chain management involves the coordination of activities within the firm and between members of the supply chain. Within the organization, the supply chain refers to a wide range of functional areas.

These include Supply Chain Management-related activities such as inbound and outbound transportation, warehousing, and inventory control. Sourcing, procurement, and supply management fall under the supply-chain umbrella, too. Forecasting, production planning and scheduling, order processing, and customer service all are part of the process as well. Supply Chain Managers have a vital role to play in managing cost, as they are in a position to monitor and influence the whole cost base across the business and the supply chain . Commercial Department of Britannia Industry is one of the most vital functional departments of the Company which deals with the supply chain activities of Britannia Industry. In order to keep all the businesses running flawlessly, the dedicated and hardworking employees of this department maintain a good liaison with the customers, both national and international. The Commercial Department is consistently achieving the best prices for the products that they purchase, ensuring enormous amount of cost savings for the company. It offers invincible professionalism and expertise in the entire commercial activities of Britannia Industry.

Supply Chain Management can be defined as the management of flow of products and services, which begins from the origin of products and ends at the product's consumption. It also comprises movement and storage of raw materials that are involved in work in progress, inventory and fully furnished goods.

The main objective of supply chain management is to monitor and relate production, distribution, and shipment of products and services. This can be done by

companies with a very good and tight hold over internal inventories, production, distribution, internal productions and sales.

In the above figure, we can see the flow of goods, services and information from the producer to the consumer. The picture depicts the movement of a product from the producer to the manufacturer, who forwards it to the distributor for shipment. The distributor in turn ships it to the wholesaler or retailer, who further distributes the products to various shops from where the customers can easily get the product.

Supply chain management basically merges the supply and demand management. It uses different strategies and approaches to view the entire chain and work efficiently at each and every step involved in the chain. Every unit that participates in the process must aim to minimize the costs and help the companies to improve their long term performance, while also creating value for its stakeholders and customers. This process can also minimize the rates by eradicating the unnecessary expenses, movements and handling.

Here we need to note that supply chain management and supply chain event management are two different topics to consider. The Supply Chain Event Management considers the factors that may interrupt the flow of an effective supply chain; possible scenarios are considered and accordingly, solutions are devised for them.

Supply Chain Management - Goals

Every firm strives to match supply with demand in a timely fashion with the most efficient use of resources. Here are some of the important goals of supply chain management –

- Supply chain partners work collaboratively at different levels to maximize resource productivity, construct standardized processes, remove duplicate efforts and minimize inventory levels.
- Minimization of supply chain expenses is very essential, especially when there are economic uncertainties in companies regarding their wish to conserve capital.
- Cost efficient and cheap products are necessary, but supply chain managers need to concentrate on value creation for their customers.
- Exceeding the customers' expectations on a regular basis is the best way to satisfy them.

- Increased expectations of clients for higher product variety, customized goods, off- season availability of inventory and rapid fulfillment at a cost comparable to in-store offerings should be matched.

- To meet consumer expectations, merchants need to leverage inventory as a shared resource and utilize the distributed order management technology to complete orders from the optimal node in the supply chain.

Lastly, supply chain management aims at contributing to the financial success of an enterprise. In addition to all the points highlighted above, it aims at leading enterprises using the supply chain to improve differentiation, increase sales, and penetrate new markets. The objective is to drive competitive benefit and shareholder value.

INTRODUCTION OF DISTRIBUTION CHANNEL

Distribution refers to the transfer of a goods from one business to another. It can be factory to supplier, supplier to retailer, or retailer to end customer. It is defined as a chain of intermediaries; each passing the product down the chain to the next organization, before it finally reaches the consumer or end-user. This process is known as the 'distribution chain' or the 'channel.' Each of the elements in these chains will have their own specific needs, which the producer must take into account, along with those of the all-important end-user.

Global supply chain management has tremendously gained importance since the past decades due to the global competitive business environment. Christopher et al. (2006) stress on the need of supply chain design for global operations and they argue that the choice of supply chain strategy impacts competitive performance. The internationalization or globalization¹ of supply chains has increased foreign competition in the countries' local markets. For this reason, companies must make quick and wise decisions at strategic and operational levels regarding the procurement of goods and services globally in order to minimize the extent of procurement risks or problems. Procurement firms establish relationships networks with their key suppliers when they perceive supply risks.

Their study on supply risk management via relational approach in the Chinese business context reveals that improved communication and supplier trust are positively related to supplier performance and emphasized that in order to "mitigate quality risks, supply chain members are coordinated by sharing their information". This result supports on integration of the global supply chain. Supply chain management (SCM) has received in recent years a great deal of attention by researchers and practitioners. Effective SCM will lead to a lowering of the total amount of resources required to provide the necessary level of customer service to a specific segment and improving customer service through increased product availability and reduced order cycle time; engage in information exchange (forecasting techniques, inventory management, delivery) and structural collaboration (just-in-time system, outsourcing, vendor- managed inventory and co-locating plants) relationships with downstream supply chain partners to create end-customer value and maximize benefits and minimize costs along the supply chain. Thus, the nature of SCM becomes visible to participating companies with successful

implementation in the ever changing global environment of the business world, risks abound and it greatly affects the decision making processes of the business management.

Understanding Distribution Channels

A distribution channel is a path by which all goods and services must travel to arrive at the intended consumer. Conversely, it also describes the pathway payments make from the end consumer to the original vendor. Distribution channels can be short or long, and depend on the number of intermediaries required to deliver a product or service.

Goods and services sometimes make their way to consumers through multiple channels—a combination of short and long. Increasing the number of ways a consumer is able to find a good can increase sales. But it can also create a complex system that sometimes makes distribution management difficult. Longer distribution channels can also mean less profit each intermediary charges a manufacturer for its service.

Direct and Indirect Channels

Channels are broken into two different forms—direct and indirect. A direct channel allows the consumer to make purchases from the manufacturer while an indirect channel allows the consumer to buy the goods from a wholesaler or retailer. Indirect channels are typical for goods that are sold in traditional brick-and-mortar stores.

Generally, if there are more intermediaries involved in the distribution channel, the price for a good may increase. Conversely, a direct or short channel may mean lower costs for consumers because they are buying directly from the manufacturer.

Channels of Distribution # 4. Functions of Distribution Channel:

- i. Warehousing
- ii. Inventory Management
- iii. Transportation
- iv. Order Processing
- v. Material Handling
- vi. Information & Customer Education
- vii. Selling
- viii. Financing
- ix. Promoting
- x. Negotiating
- xi. Marketing Intelligence

xii. Servicing

COMPANY PROFILE

COMPANY PROFILE



Britannia Industries Limited is an Indian food and beverage company. Founded in 1892 and headquartered in Kolkata, it is one of India's oldest existing companies. It is now part of the Wadia Group headed by Nusli Wadia. The company sells its *Britannia* and *Tiger* brands of biscuits, breads and dairy products throughout India and in more than 60 countries across the world. Beginning with the circumstances of its takeover by the Wadia group in the early 1990s, the company has been mired in several controversies connected to its management. However, it does enjoy a large market share and is exceedingly profitable

The company was established in 1892 by a group of British businessmen with an investment of ₹295. Initially, biscuits were manufactured in a small house in central Kolkata. Later, the enterprise was acquired by the Gupta brothers, mainly Nalin Chandra Gupta, an attorney, and operated under the name "V.S. Brothers." In 1918, C.H. Holmes, an English businessman based in Kolkata, was taken on as a partner and The Britannia Biscuit Company Limited (BBCo) was launched. The Mumbai factory was set up in 1924 and Peek Freans UK, acquired a controlling interest in BBCo. Biscuits were in high demand during World War II, which gave a boost to the company's sales. The company name was changed to the current "Britannia Industries Limited" in 1979. In 1982, the American company Nabisco Brands, Inc. acquired the parent of Peek Freans and became a major foreign shareholder.

Britannia Industries is one of India's leading food companies with a 100 year legacy and annual revenues in excess of Rs. 9000 Cr. Britannia is among the most trusted food brands, and manufactures India's favorite brands like Good Day, Tiger, NutriChoice, Milk Bikis and Marie Gold which are household names in India. Britannia's product portfolio includes Biscuits, Bread, Cakes, Rusk, and Dairy products including Cheese, Beverages, Milk and Yoghurt. Britannia is a brand which many generations of Indians have grown up with and our brands are cherished and loved in India and the world over. Britannia products are available across the country

in close to 5 million retail outlets and reach over 50% of Indian homes.

The company's Dairy business contributes close to 5 per cent of revenue and Britannia dairy products directly reach 100,000 outlets.

Britannia Bread is the largest brand in the organized bread market with an annual turnover of over 1 lac tons in volume and Rs.450 crores in value. The business operates with 13 factories and 4 franchisees selling close to 1 mn loaves daily across more than 100 cities and towns of India.

We have a presence in more than 60 countries across the globe. Our international footprint includes presence in Middle East through local manufacturing in UAE and Oman, are the No 2 biscuit player in UAE with a strong contention to leadership and have a similarly strong market position in the other GCC countries. We are also the market leaders in Nepal and are in the process of investing a manufacturing facility in the country.

Our foot print spreads across North America, Europe, Africa and South East Asia through exports and we are investing in a state- of- the- art facility in Mundra SEZ, Gujarat, to service the exports markets.

Our strategic expansion plan is based on the principle of 'One new market a year'. We plan to expand through local operations in Africa and South East Asia in the coming years.

Britannia takes pride in having stayed true to its credo, 'Eat Healthy, Think Better'. Having removed over 8500 tonnes of Trans Fats from products, Britannia became India's first Zero Trans Fat Company. Over 50% of the Company's portfolio is enriched with essential micro- nutrients which nourish the body.

The company set up the Britannia Nutrition Foundation in 2009, and began working on public private partnership to address malnutrition amongst under-privileged children and women.

Brand Britannia is listed amongst the most trusted, valuable and popular brands in various surveys conducted by prestigious organizations like Millward Brown, IMRB, WPP Group and Havas Media Group to name a few.

Our relentless focus on quality and freshness have won us prestigious accolades including the Golden Peacock National Quality Award and the Ramakrishna Bajaj National Quality Award.

However, the award that we cherish the most is the one given by our consumers. Britannia is recognized as one of the most trusted, valuable and popular brands among Indian consumers in various reputed surveys.

Britannia believes that 'Taste & Trust' are its sobriquet and will constantly endeavor to make a Billion Indians reach out for a delightful and healthy Britannia product several times a day!

Business

The company's principal activity is the manufacture and sale of biscuits, bread, rusk, cakes and dairy products.

Biscuits

The company's factories have an annual capacity of 433,000 tonnes. The brand names of Britannia's biscuits include Vita Marie Gold, Tiger, Nutrigo, Good day, 50 50, Treat, Pure Magic, Milk Bikis, Bourbon, Nice Time and Little Hearts among others.

In 2006, Tiger, the mass market brand, realised \$150.75 million in sales, including exports to the U.S. and Australia. This amounts to 20% of Britannia revenues for that year.

Also Britannia Industries has roped in Bollywood actor Salman Khan to endorse its range of 'Tiger' brand of biscuits. According to Britannia, Khan will play a role in further enhancing Tiger's core values through his association in presenting the brand, its products and promotional activities.

DAIRY PRODUCTS

Dairy products contribute close to 10% to Britannia's revenue. The company not only markets dairy products to the public but also trades dairy commodities business-to-business. Its dairy portfolio grew to 47% in 2000-01 and by 30% in 2001-02. Its main competitors are Nestlé India, the National Dairy Development Board (NDDB), and Amul (GMMF).

Britannia holds an equity stake in Dynamix Dairy and outsources the bulk of its dairy products from its associate.

On 27 October 2001, Britannia announced a joint venture with Fonterra Co-operative Group of New Zealand, an integrated dairy company which handles all aspects of the

value chain from procurement of milk to making value-added products such as cheese and buttermilk. Britannia intends to source most of the products from New Zealand, which they would market in India. The joint venture will allow technology transfer to Britannia. Britannia and New Zealand Dairy

each hold 49% of the JV, and the remaining 2 percent will be held by a strategic investor. Britannia has also tentatively announced that its dairy business (probably including Dynamix) would be transferred to the joint venture. However, the authorities' approval to the joint venture obliged the company to start manufacturing facilities of its own. It would not be allowed to trade, except at the wholesale level, thus pitching it in competition with Danone, which had recently established its own dairy business.

MISSION

The mission statement of Britannia says "To improve the financial health of our members and customers by satisfying their evolving borrowing, investment and housing needs."

OBJECTIVES OF THE STUDY

OBJECTIVES OF THE STUDY

- To understand the channels distribution and marketing process of Products.
- To study the improve customer service through increased stock availability.
- To understand the manufacturing and distribution project of Britannia Industry.
- To understand the pricing method of Products.
- To increase efficiency of managing the Customers, Products and services.
- To understand the difference between the traditional markets supply chain and supermarkets supply chain.

HYPOTHESIS

HYPOTHESIS

H0 :- There is dependence on channel distribution by Britannia Industry.

H1 :- There is no dependence on channel distribution by Britannia Industry

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SCOPE OF THE STUDY

SCOPE OF THE STUDY

Supply chain management focuses on reducing the overall operating cost of the organisation. It aims at bringing efficiency and raising the profitability of organisations. By developing a proper chain it brings down the purchasing cost, production cost and delivery cost. It enables smooth flow of raw materials from the supplier to an organisation which reduces the holding period of materials with the supplier and avoids any losses due to delay in production. Similarly, companies are not required to hold on expensive inventories for a longer time and distribute quickly through the supply chain.

Supply chain management helps in providing better service to customers. All production strategies are framed in accordance with requirements of customers to manufacture right product. It properly anticipates the demands of customers before initiating the production. Supply managers monitor all operations of business and ensure that quality products are produced using best combination of resources. Right product available to right cost provide better satisfaction to customers. This will boost their confidence level in company's products

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

The study of conducting research is Research Methodology. Research: The word research is composed of two syllables "Re" and "Search". "Re" is the prefix meaning 'Again or over again or a new' and "Search" is the latter meaning 'to examine closely and carefully' or 'to test and try'. Together they form, a careful, systematic, patient study and investigation in some field of knowledge undertaken to establish principles / policies. Research can also be defined as-

- Search for knowledge
- Systematic and scientific search for getting relevant answers on any taken up specific topic.
- Scientific enquiry into a subject.
- Research is a movement from the unknown to the known.
- It is the voyage of discovery Acc to Bulmer, Research is primarily committed to establishing systematic, reliable and valid knowledge about the social world.

According to Clifford Woody, Research comprises of

- Defining and redefining problems.
- Formulating hypothesis (basic idea)
- Collecting
- Organizing
- Evaluating data
- Making decisions
- Suggesting solutions
- Reaching conclusions

Marketing is an essential aspect of every business organization, if it is to be successful. Good marketing managers are referred to as those who have fair and are able to take decisions based on their instincts and gut feeling in other word, this are person who are clearly tried to understand to particular industry, there product offering, their competitor, there customer and above all how to use marketing communication to successfully sell as product. But the continuously changing marketing environment involves a great amount of uncertainty, risk and above all substantial marketing expenditure.

Most marketers are far removed from their ultimate customer the torch bear who will be the ultimate decision maker to determine the success or failure of the product. Yet these managers must be knowledgeable and well informed about their market, customer and competitor so as to make good marketing decision. This is where the concept of the marketing research facilities by providing information to aid the decision making process.

At the end of the day, for the marketing decision makers, marketing research is group of method and technique to provide relevant information that can support analysis and decision to do with the creation and management of marketing communication.

Before going into the definition of marketing research let us briefly examine the meaning of terms research and market research simply stated research refers to the process of collecting, documenting and analyzing important critical relevant information pertaining to any problem or question. This mean that the presence of a problem or query or question implies research is to be undertaken.

For year together, the Indian industry has always relied on entry barrier to protect it from competition. During this period, the success of the firm depended upon political patronage rather than operational efficiency and performance. From the customer side there was a forced loyalty and grudging acceptance of high tariff.

However, now the integration of the Indian industry with the global economy the customer are also becoming more aware, demanding and sophisticated, with the advent of e-commerce and the disappearance of trade barriers, marketing firms need to stretch themselves in order to reach out the customer.

Research Approaches-

There are two main approaches to research, namely quantitative approach and qualitative approach. The quantitative approach involves the collection of quantitative data, which are put to rigorous quantitative analysis in a formal and rigid manner. This approach further includes experimental, inferential, and simulation approaches to research. Meanwhile, the qualitative approach uses the method of subjective assessment of opinions, behavior and attitudes. Research in such a situation is a function of the researcher's impressions and insights. The results generated by this type of research are either in non-quantitative form or in the form which cannot be put to rigorous quantitative analysis. Usually, this approach uses

techniques like in-depth interviews, focus group interviews, and projective techniques.

UNIVERSE OF STUDY :-

Universe of study for this project is Nagpur city

SAMPLE SIZE :-

The sample size is used on 50 Respondents

SAMPLE METHOD :-

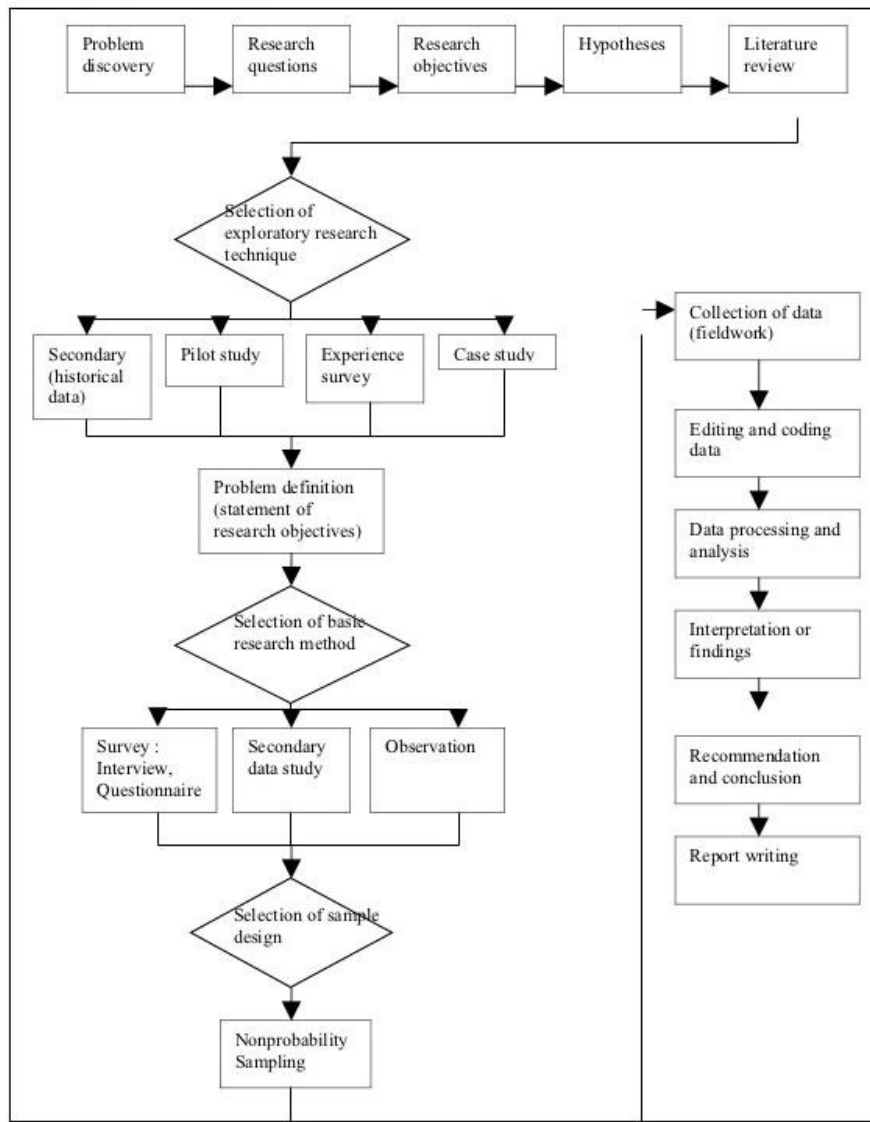
This method is used in Random Method

RESEARCH STUDY

A research design may broadly be classified into three main categories

- **Descriptive research:** Descriptive studies are undertaken in many circumstances. When the research is interested in knowing the characteristics of certain group such as age, sex, educational level, occupation or income etc.

RESEARCH DESIGN



DATA COLLECTION

Data collection is a standout amongst the most essential stages in carrying on a research. You can have the best research plan in the world, however, in the event that you can't gather the necessary data you will not have the capacity to complete your venture. Data collection is an extremely challenging work which needs exhaustive planning, diligent work, understanding, determination and more to have the capacity to complete the assignment effectively. Data collection begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population.

All marketing research can tap two sources of data for investigation that are:

- 1) Internal sources
- 2) External source

Fact and figure are the raw materials with which the research work . Internal sources are the companies own record register, documents, sales record invoices provide valuable information regarding sales by product territories, customers, Research starts with internal data and it is irrespective . Preliminary or the explanative phase of research usually taps the internal source initially. All other sources and information are the external source of data.

The sampling area was Nagpur district .Almost 60 respondents were covered during the research work .it included 2 stockiest, 5 dealers and 3 retailers and 50 customers. Questionnaire method was followed.

Another way of classifying the source of information is -

1. Primary data
2. Secondary data

A research plan was followed for gathering primary data, secondary data or both.

Primary Data-

When someone refers to "primary data" they are referring to data collected by the researcher himself/herself. This is data that has never been gathered before, whether in a particular way, or at a certain period of time.

Researchers tend to gather this type of data when what they want cannot be found from outside sources. You can tailor your data questions and collection to fit the need of your research questions.

This can be an extremely costly task and, if associated with a college or institute, requires permission and authorization to collect such data. Issues of consent and confidentiality are of extreme importance.

Primary data actually follows behind secondary data because you should use current information and data before collecting more so you can be informed about what has already been discovered on a particular research topic.

Primary data is the data collected by the researcher themselves, i.e.

1. interview
2. observation
3. action research
4. case studies
5. life histories
6. questionnaires
7. ethnographic research

Secondary Data-

If the time or hassle of collecting your own data is too much, or the data collection has already been done, secondary data may be more appropriate for your research.

This type of data typically comes from other studies done by other institutions or organizations. There is no less validity with secondary data, but you should be well informed about how it was collected.

There are a number of free services online as well as many others made available through your current status as BYU students.

Secondary sources are data that already exists

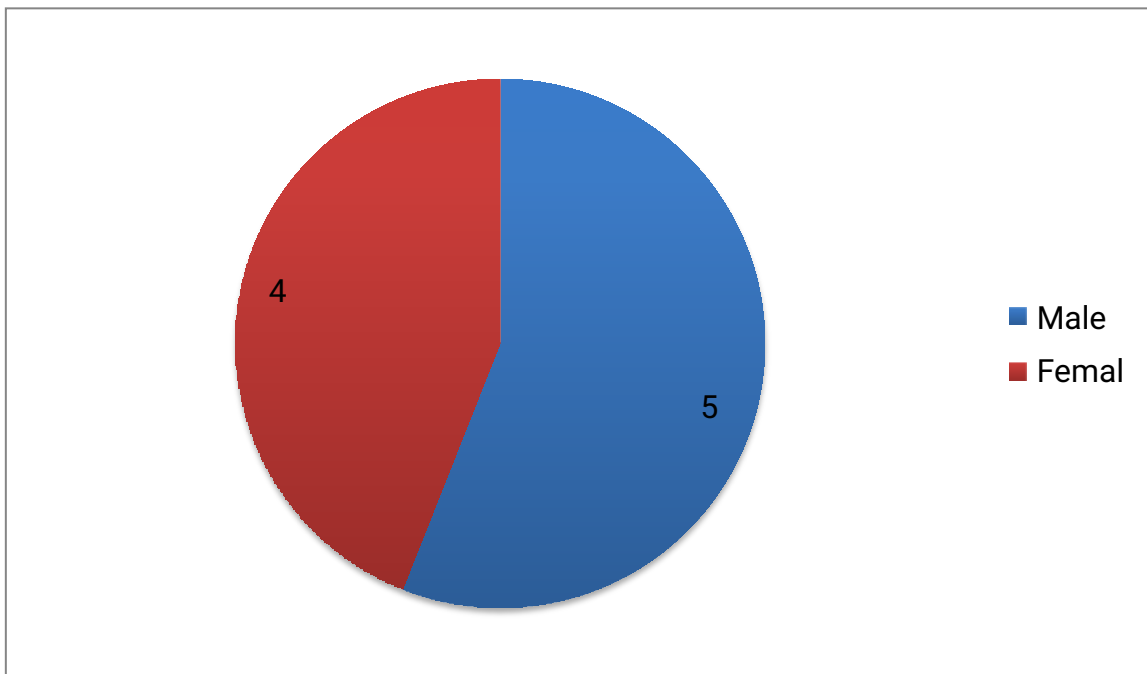
1. Previous research
2. Official statistics

DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS & INTERPRETATION

GENDER

Opinion	Percentage
Male	56
Female	44
Total	100

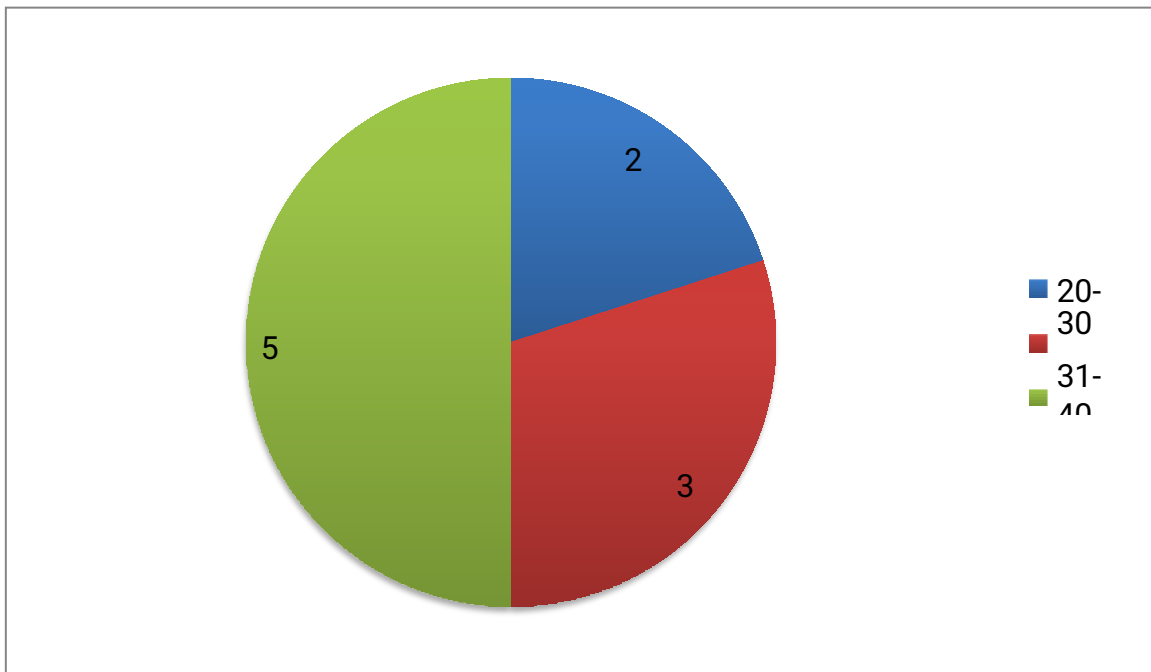


INTERPRETATION

Out of 50 valuable customers of Britannia s 28 customers are male and 22 customers are female. They are regularly using the Britannia Industry Products in his/her regular life and they are very satisfied with the product price and services of Britannia s.

AGE

Opinion	Percentage
20-30	20
31-40	30
41-50	50
Total	100

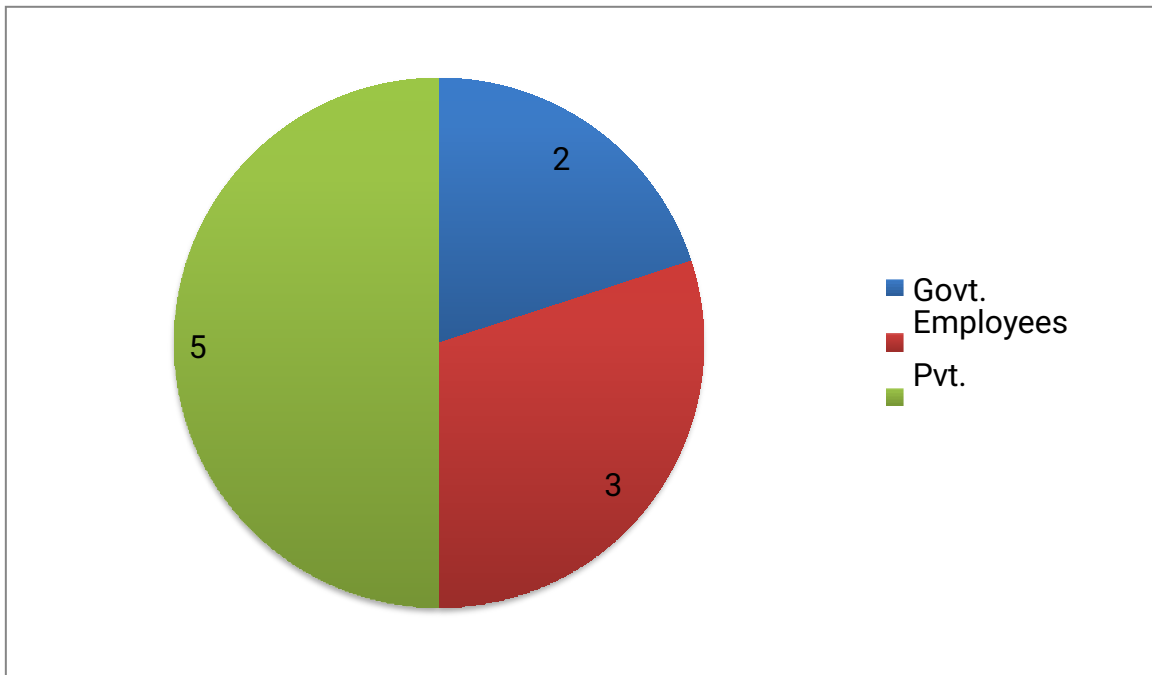


INTERPRETATION

Out of 50 Valuable customers 50% of customer belongs to 41-50 age slab, 30% customers belongs to 31-40 age slab and 20% of customers belongs to 20-30 age slab.

OCCUPATION

Opinion	Percentage
Govt. Employees	20
Pvt. Employees	30
Self Employed	50
Total	100

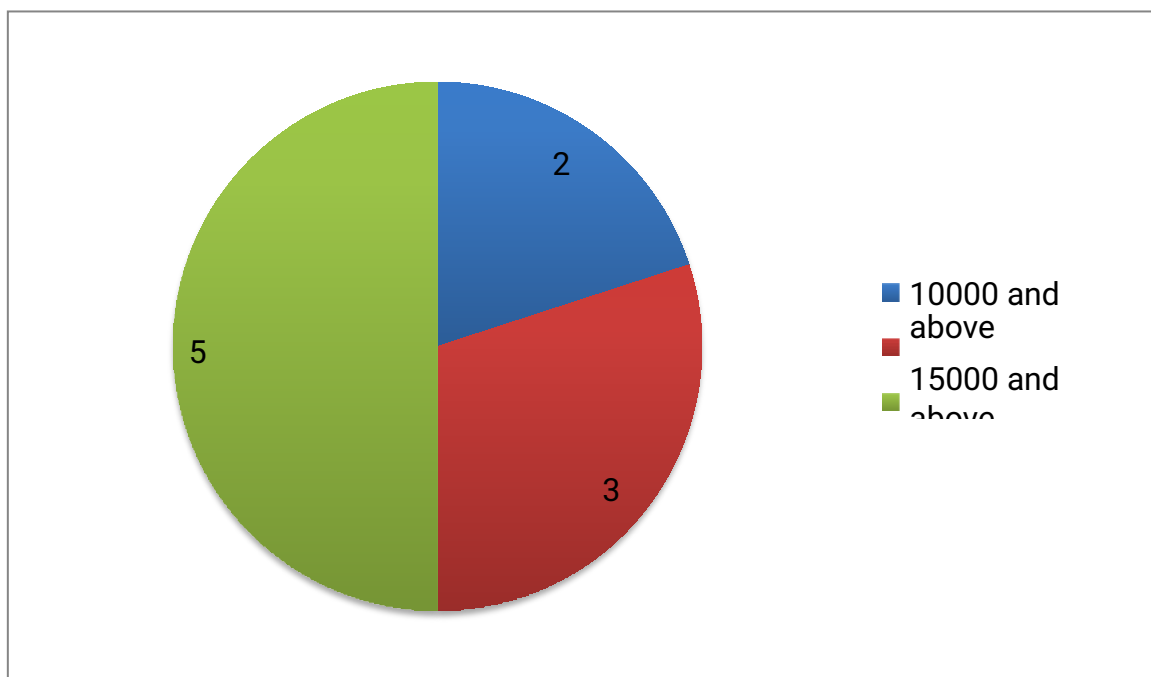


INTERPRETATION

Out of 50 Valuable customers 50% of customer belongs to Self employed category, 30% customers belong to Pvt Employed and 20% of customers belong to Govt Departments.

MONTHLY (FAMILY) INCOME

Opinion	Percentage
10000 and above	20
15000 and above	30
20000 and above	50
Total	100

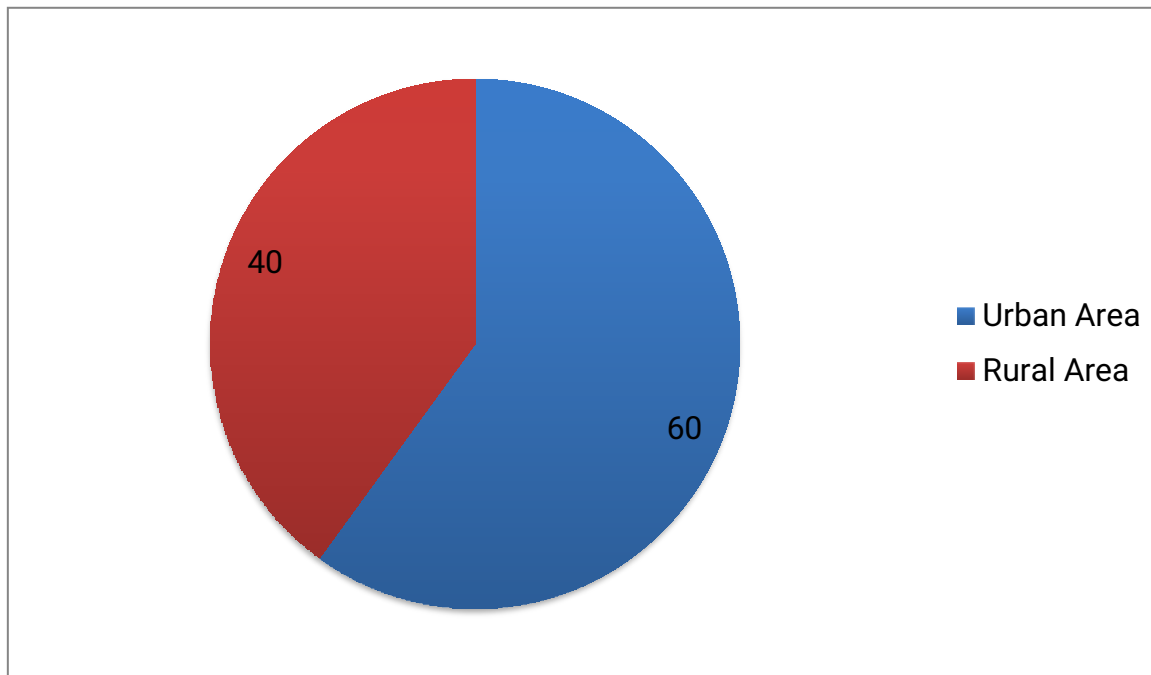


INTERPRETATION

Out of 50 Valuable customers 50% of customer belongs average family monthly income around 20 thousand and above, 30% customers belong to average family monthly income around 15 thousand and above and 20% of customers average family monthly income around 10 thousand and above.

Are you from the urban area or rural area?

Opinion	Percentage
Urban Area	60
Rural Area	40
Total	100

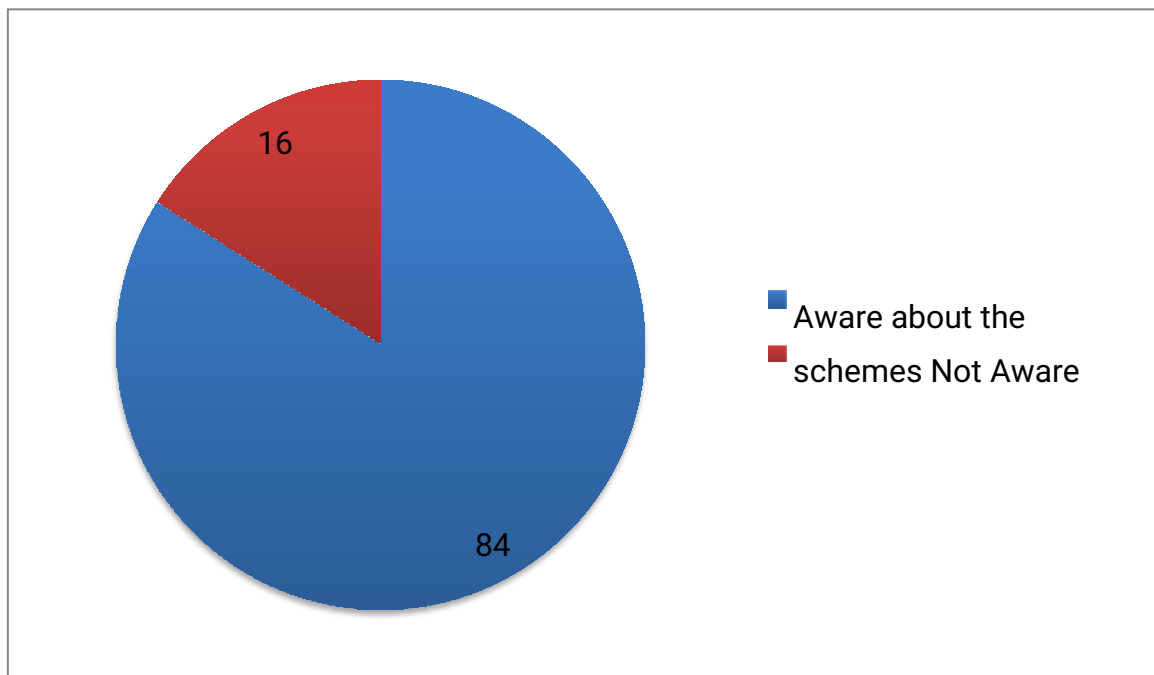


INTERPRETATION

Out of 50 Valuable customers 60% of customer belongs urban area and 40% customers belong to rural Area.

Are you aware of the promotions activities launch by the Britannia Industry Schemes?

Opinion	Percentage
Aware about the schemes	84
Not Aware	16
Total	100

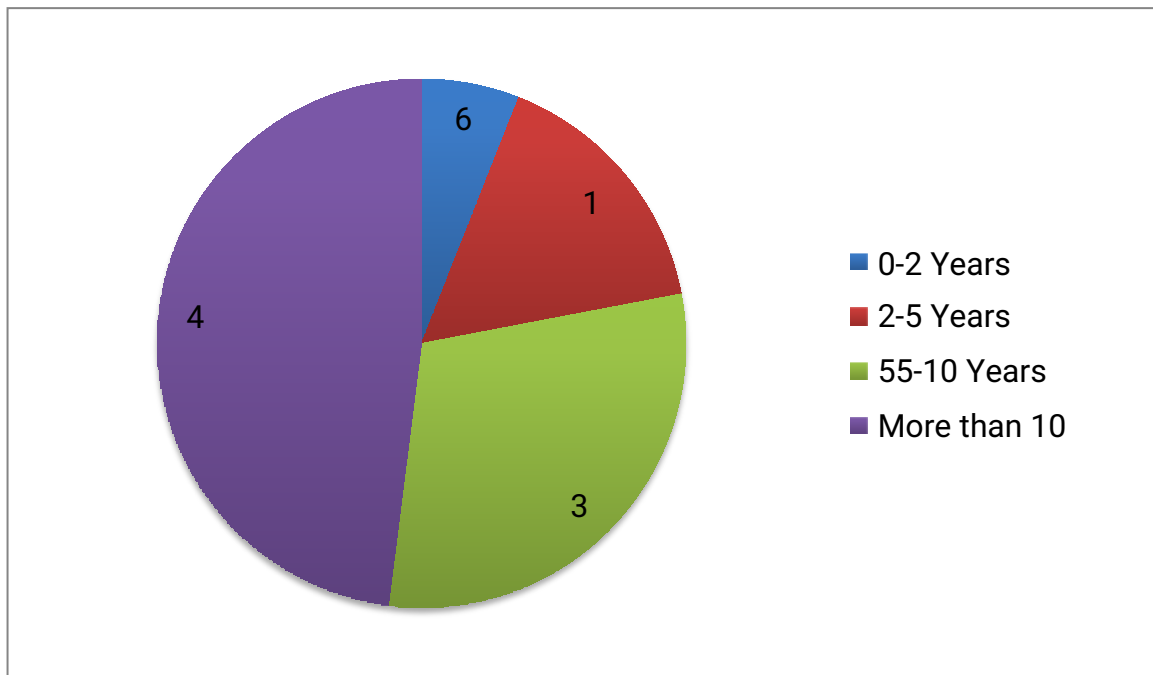


INTERPRETATION

Out of 50 Valuable customers 84% of customer are aware about the promotions schemes of Britannia Industry Schemes. But 16% of customer are not ware about that.

How long you are working in the organization?

Opinion	Percentage
0 – 2 Years	6
2 – 5 Years	16
5 – 10 Years	30
More than 10 Years	48
Total	100

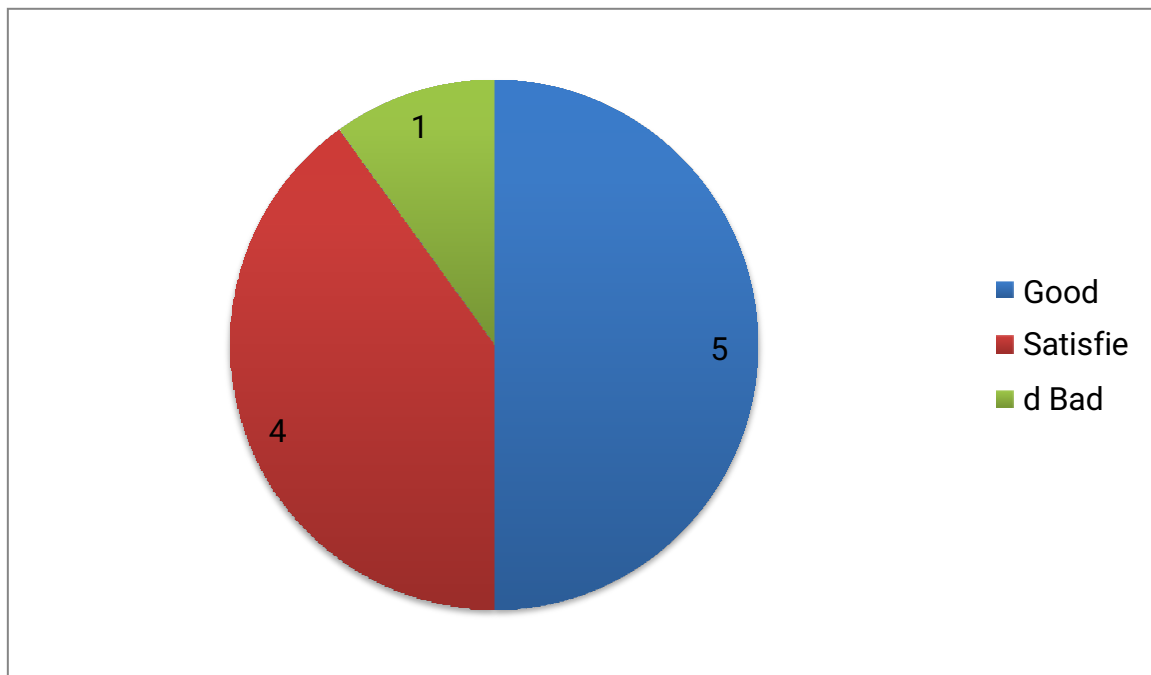


INTERPRETATION

From the chart that 24 employees are working for more than 10 years. Even no. of employees working between 5-10 years are 15. This shows that the operation management process in Britannia Industry is very smooth and most of the employees are regular follows the organization rules and regulations. This indicates that employee are satisfied and their respondent were interviewed and it was found that employee to know while they are continuing in their company for more than 10 year and followed that they are overall satisfied.

Are you comfortable with the Supply Chain Process in Britannia ?

Opinion	Percentage
Good	50
Satisfied	40
Bad	10
Total	100

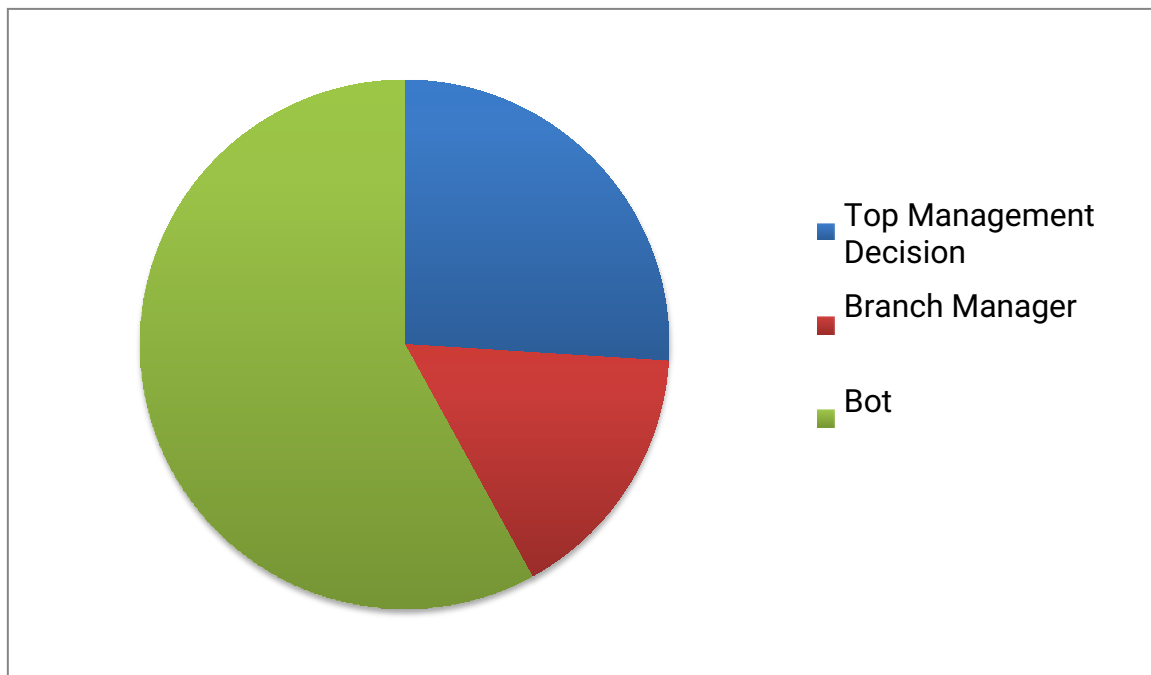


INTERPRETATION

50% of employees express a good environment and as per employees the process of Supply Chain Process is very smooth. From the remaining 50% about 40% says a satisfactory job environment only about 10% feels bad working environment is there. There are not satisfied with the way they are given the work. They feel there is the bias is there.

What are processes of implementation of new Supply Chain Process?

Opinion	Percentage
Top Management Decision	26
Branch Manager Level	16
Both	58
Total	100

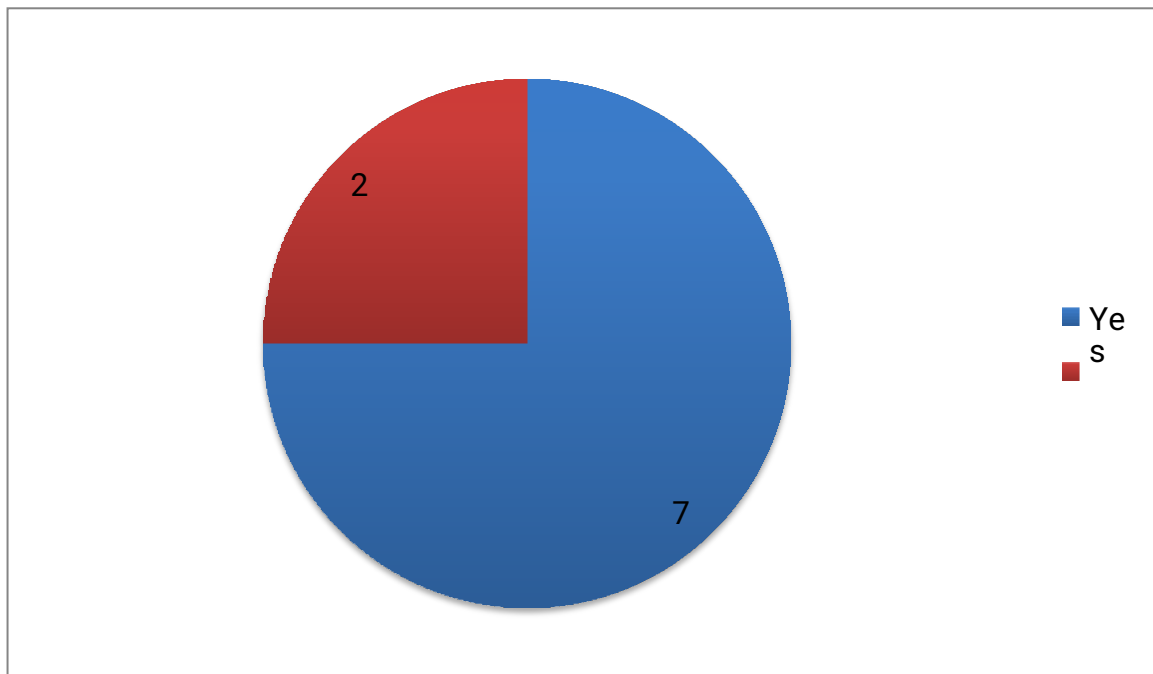


INTERPRETATION

About 58% of implementations of new Supply Chain Process is done with the mutual understanding in between management of the company and branch head. 26% implementation is done on the direction of top management and 16% of implementation is done on the direction of branch manager.

Do you know who your critical suppliers are what exposures they face for at least one product line?

Opinion	Percentage
Yes	75
No	25
Total	100

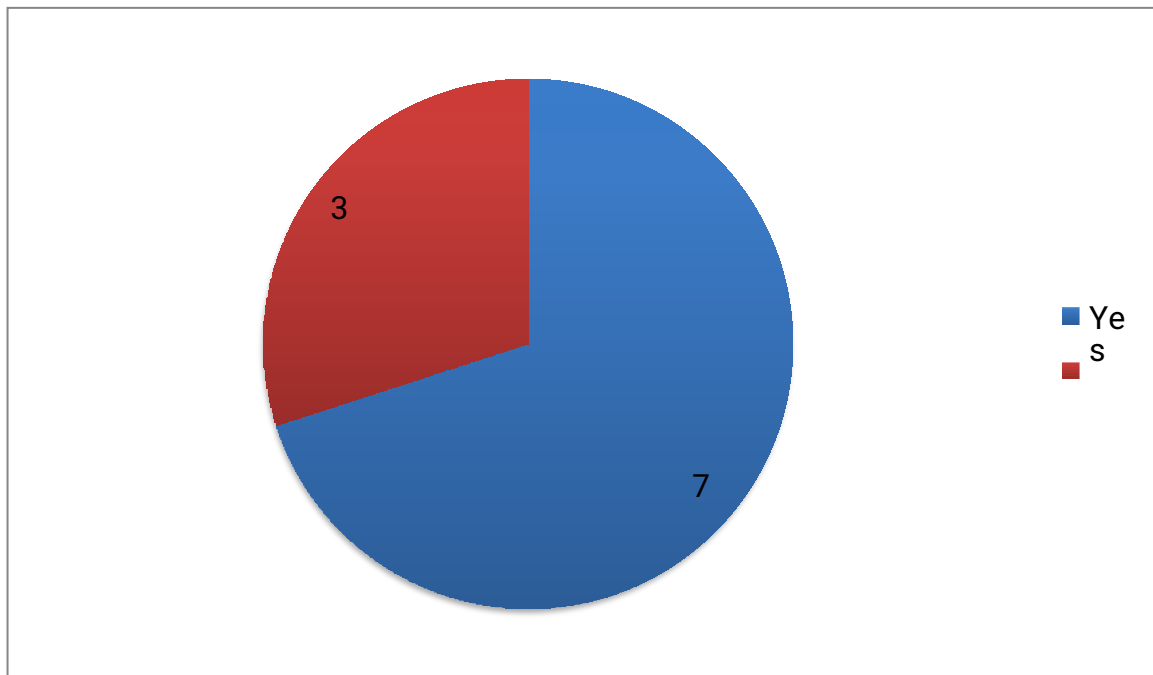


INTERPRETATION

From the above graph it is clear that the 75% critical suppliers are exposures and one product line and 25% not critical suppliers are exposures and one product line.

Are supplier exposures integrated in the decision to select a supplier?

Opinion	Percentage
Yes	70
No	30
Total	100

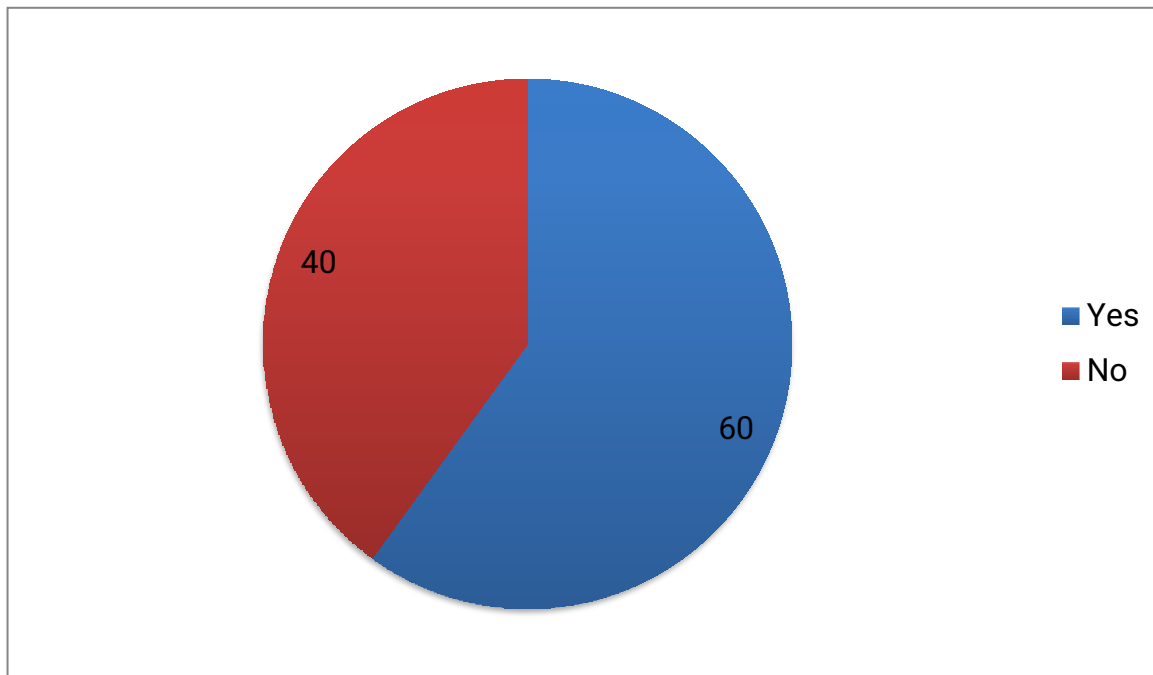


INTERPRETATION

From the above graph it is clear that the 70% supplier exposures integrated in the decision to select a supplier and 30% not exposures integrated decision the supplier.

Have you developed supply chain risk mitigation strategy?

Opinion	Percentage
Yes	60
No	40
Total	100

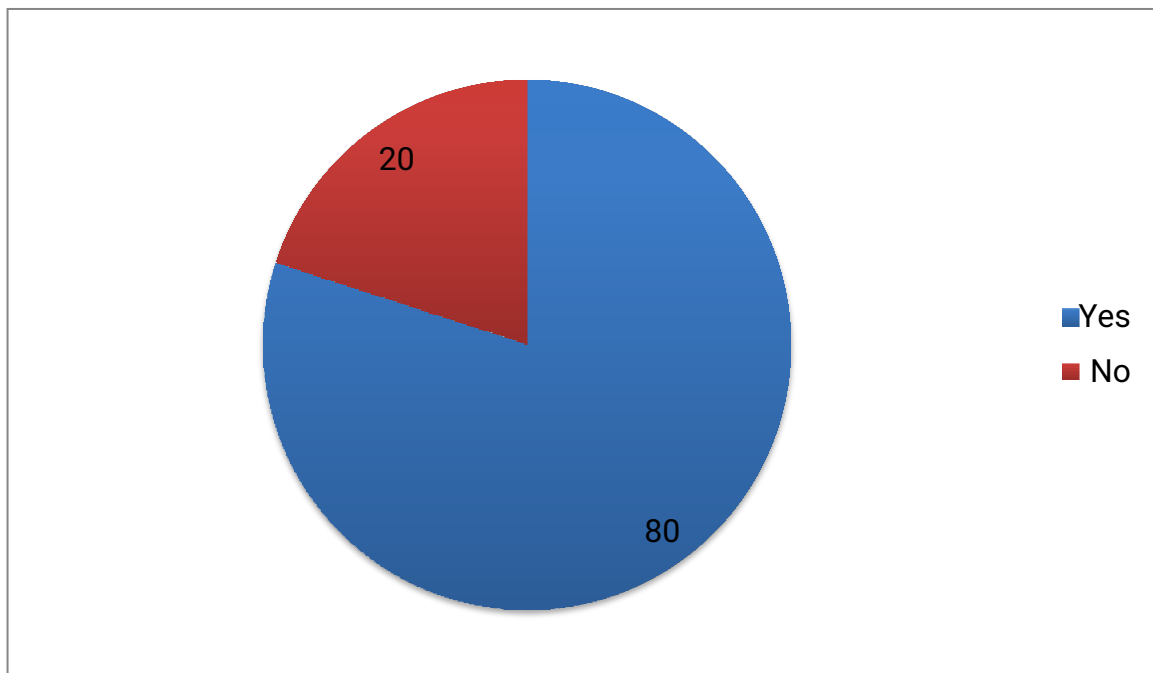


INTERPRETATION

From the above graph it is clear that the 60% developed supply chain strategy but 40% not developed.

Are your critical suppliers willing to partner or are partnered with you to mitigate the risk?

Opinion	Percentage
Yes	80
No	20
Total	100

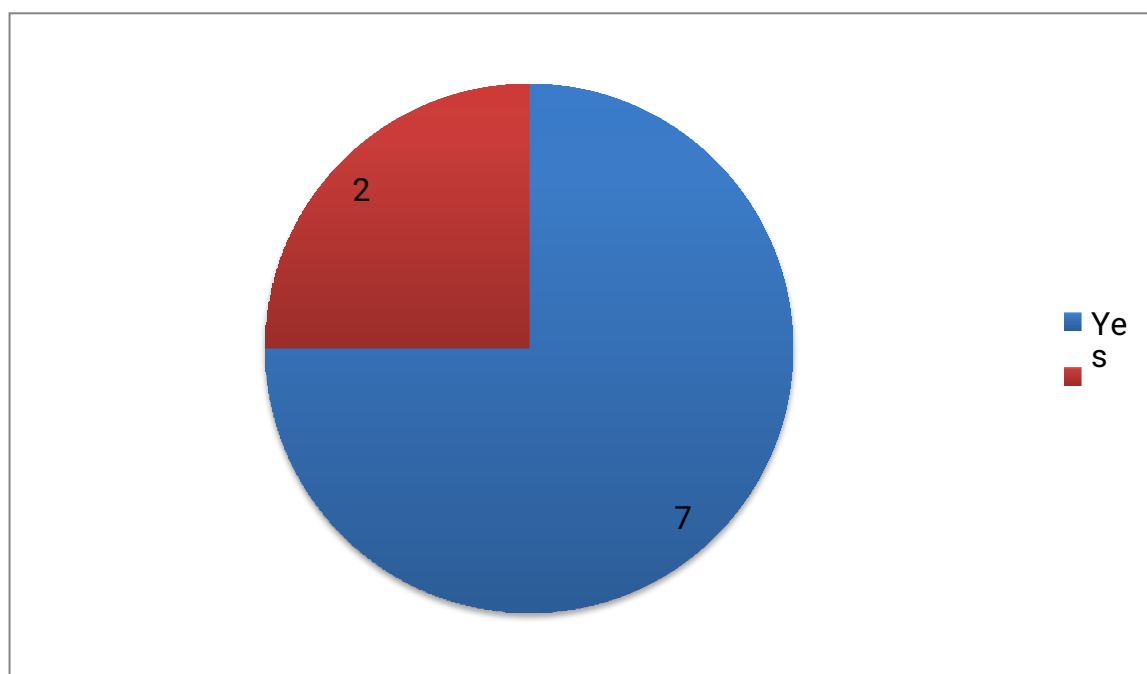


INTERPRETATION

From the above graph it is clear that the 80% willing to partner or are partner with risk and 20% willing to partner.

Do you have other strategies to deal with suppliers who are not willing to partner with you?

Opinion	Percentage
Yes	75
No	25
Total	100



INTERPRETATION

From the above graph it is clear that the 75% other strategies to deal with suppliers and 25% not other strategies to deal with suppliers.

FINDINGS

FINDINGS

- Out of 50 valuable customers of Britannia s 28 customers are male and 22 customers are female. They are regularly using the Britannia Industry Products in his/her regular life and they are very satisfied with the product price and services of Britannia s.
- Out of 50 Valuable customers 50% of customer belongs to 41-50 age slab, 30% customers belongs to 31-40 age slab and 20% of customers belongs to 20-30 age slab.
- Out of 50 Valuable customers 50% of customer belongs to Self employed category, 30% customers belong to Pvt Employed and 20% of customers belong to Govt Departments.
- Out of 50 Valuable customers 50% of customer belongs average family monthly income around 20 thousand and above, 30% customers belong to average family monthly income around 15 thousand and above and 20% of customers average family monthly income around 10 thousand and above.
- Out of 50 Valuable customers 60% of customer belongs urban area and 40% customers belong to rural Area.
- Out of 50 Valuable customers 84% of customer are aware about the promotions schemes of Britannia s and Indian Govt Subsidies Schemes. But 16% of customer are not ware about that.
- From the chart that 24 employees are working for more than 10 years. Even no. of employees working between 5-10 years are 15. This shows that the operation management process in Britannia Industry is very smooth and most of the employees are regular follows the organization rules and regulations. This indicates that employee are satisfied and their respondent were interviewed and it was found that employee to know while they are continuing in their company for more than 10 year and followed that they are overall satisfied.
- 50% of employee express as a good environment remain and as per employees the process of operation management is very smooth. From the remaining 50% about 40% says a satisfactory job environment only about 10% feels bad working environment is there. There are not satisfied with the way they are given the work. They feel there is the bias is there.

- About 58% of implementations of new operation management process is done with the mutual understanding in between management of the company and branch head. 26%

implementation is done on the direction of top management and 16% of implementation is done on the direction of branch manager.

- From the above graph it is clear that the 70% of organization/business unit concerned about the operation risks of the product and 30% of organization unit not concerned about the operation risks.
- From the above graph it is clear that the 80% of preliminary discussion with operation about the supply of Oil risk management and 20% not preliminary discussion with operation about the supply of Oil risk management.
- From the above graph it is clear that the 60% integrated risk management of the company turnover and 40% not integrated risk management into company turnover.
- From the above graph it is clear that the 75% critical suppliers are exposures and one product line and 25% not critical suppliers are exposures and one product line.

CONCLUSION

CONCLUSION

- It conclude that the Britannia Industry can progress rapidly by identifying new facility locations and increasing existing target market and facility locations by launching new competitive product at minimum cost.
- Britannia Industry Unity Drive had a simple but essential message and objective. To bring together the people of India by promoting in the words of Britannia Industry founder, "Unity, Faith & Discipline".
- In a time of uncertainty and fear, Britannia Industry rose to the occasion and built a platform of solidarity and togetherness for the people of India.
- The campaign proved to be a successful initiative in not just providing hope for our patrons, but also allowed Britannia Industry to take an effective step forward during tough times and entrust other responsive companies to act in a similar manner.
- From data analysis of customers we can understand that Out of 50 Valuable customers 84% of customer are aware about the promotions schemes of Britannia s and Indian Govt. Subsidies Schemes. But 16% of customer are not ware about that.
- And out of 50 Valuable customers 60% of customer belongs urban area and 40% customers belong to rural Area.
- And out of 50 Valuable customers 50% of customer belongs average family monthly income around 20 thousand and above, 30% customers belong to average family monthly income around 15 thousand and above and 20% of customers average family monthly income around 10 thousand and above.

SUGGESTION

SUGGESTION

- Britannia Industry can progress rapidly by identifying new facility locations and increasing existing target market and facility locations by launching new competitive product at minimum cost. Britannia Industry Unity Drive had a simple but essential message and objective.
- To bring together the people of India by promoting in the words of Britannia Industry founder, "Unity, Faith & Discipline".
- In a time of uncertainty and fear, Britannia Industry rose to the occasion and built a platform of solidarity and togetherness for the people of India.
- The campaign proved to be a successful initiative in not just providing hope for our patrons, but also allowed Britannia Industry to take an effective step forward during tough times and entrust other responsive companies to act in a similar manner.
- Britannia s has already implemented new ideas on regular basis.
- We can recommend all the services related to operation management should process through online. With this facility Britannia s can save so much time and operational cost.
- All the facilities related to buy new connection and request for refilling should be taken online mode. Britannia Industry should be available 24*7 in all the locations; urban as well as rural.

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ANNEXURE

ANNEXURE

1. GENDER

- Male
- Female

2. AGE

- 20-30
- 31-40
- 41-50

3. OCCUPATION

- Govt. Employees
- Pvt. Employees
- Self Employed

4. MONTHLY (FAMILY) INCOME

- 10000 and above
- 15000 and above
- 20000 and above

5. Are you from the urban area or rural area?

- Urban Area
- Rural Area

6. Are you aware of the promotions activities launch by the Britannia Industry Schemes?

- Aware about the schemes
- Not Aware

7. How long you are working in the organization?

- 0 – 2 Years
- 2 – 5 Years
- 5 – 10 Years
- More than 10 Years

8. Are you comfortable with the Supply Chain Process in Britannia ?

- Good
- Satisfied
- Bad

9. What are processes of implementation of new Supply Chain Process?

- Top Management Decision
- Branch Manager Level
- Both

10. Do you know who your critical suppliers are what exposures they face for at least one product line?

- Yes
- No

11. Are supplier exposures integrated in the decision to select a supplier?

- Yes
- No

12. Have you developed supply chain risk mitigation strategy?

- Yes

- No

13. Are your critical suppliers willing to partner or are partnered with you to mitigate the risk?

- Yes
- No

14. Do you have other strategies to deal with suppliers who are not willing to partner with you?

- Yes
- No